TRADE CLASS ANALYSIS
Aug 93/Aug 94/Aug 95/Aug 96

REGION 5

	% OF STORES					% OF INDUSTRY VOLUME				
	93	94	95	96	96 vs 93	93	94	95	96	96 vs 93
SUPERMARKETS	14%	14%	14%	14%	-1%	24%	22%	19%	18%	-6%
TOBACCO	1%	1%	1%	2%	1%	2%	3%	5%	8%	6%
CIGARETTES CHEAPER	0%	0%	0%	1%	1%	1%	1%	2%	3%	3%
CONVENIENCE	42%	43%	44%	44%	2%	28%	34%	35%	34%	6%
GROCERY	11%	10%	10%	9%	-3%	7%	7%	6%	5%	-2%
DRUG	5%	5%	5%	5%	0%	3%	3%	3%	3%	-1%
MASS MERCH	4%	4%	4%	4%	0%	6%	5%	5%	5%	-1%
HOTEL	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%
NEWS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REST.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIQUOR	14%	13%	13%	12%	-2%	9%	10%	9%	8%	-1%
WHSL CLUBS	1%	1%	1%	1%	0%	12%	4%	5%	6%	-6%
NATIVE AMERICAN	0%	0%	0%	0%	0%	3%	4%	4%	4%	1%
GAS	2%	4%	5%	7%	4%	2%	3%	4%	5%	3%
OTHER	4%	2%	2%	2%	-2%	4%	3%	2%	2%	-2%
TOTAL	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%

2071836863

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

TRADE CLASS ANALYSIS
Aug 93/Aug 94/Aug 95/Aug 96

SECTION 51

	% OF STORES					% OF INDUSTRY VOLUME				
	93	94	95	96	96 vs 93	93	94	95	96	96 vs 93
SUPERMARKETS	19%	18%	18%	18%	-1%	31%	31%	27%	24%	-7%
TOBACCO	1%	1%	1%	2%	1%	1%	2%	3%	6%	6%
CIGARETTES CHEAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CONVENIENCE	54%	56%	57%	57%	2%	32%	37%	39%	38%	6%
GROCERY	11%	10%	9%	8%	-2%	6%	6%	6%	5%	-1%
DRUG	4%	4%	3%	3%	-1%	2%	2%	2%	1%	-1%
MASS MERCH	4%	4%	4%	4%	0%	5%	5%	5%	5%	0%
HOTEL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NEWS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REST.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIQUOR	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%
WHSL CLUBS	1%	1%	0%	1%	0%	11%	5%	4%	6%	-6%
NATIVE AMERICAN	1%	1%	1%	1%	0%	4%	5%	5%	6%	1%
GAS	2%	3%	3%	3%	2%	2%	3%	3%	4%	2%
OTHER	2%	2%	2%	1%	-1%	4%	2%	3%	2%	-1%
TOTAL	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%

2071836864

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

TRADE CLASS ANALYSIS
Aug 93/Aug 94/Aug 95/Aug 96

SECTION 52

	% OF STORES					% OF INDUSTRY VOLUME				
	93	94	95	96	96 vs 93	93	94	95	96	96 vs 93
SUPERMARKETS	14%	14%	14%	14%	0%	29%	27%	24%	21%	-8%
TOBACCO	0%	1%	1%	2%	1%	1%	2%	4%	5%	4%
CIGARETTES CHEAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CONVENIENCE	59%	59%	60%	60%	1%	34%	37%	39%	39%	5%
GROCERY	5%	5%	4%	4%	-1%	3%	3%	3%	2%	-1%
DRUG	5%	5%	5%	5%	0%	3%	3%	3%	3%	0%
MASS MERCH	5%	5%	4%	4%	-1%	7%	6%	6%	5%	-2%
HOTEL	2%	2%	2%	2%	0%	1%	1%	1%	1%	0%
NEWS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REST.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIQUOR	5%	5%	5%	5%	0%	2%	3%	3%	3%	0%
WHSL CLUBS	1%	1%	1%	1%	0%	7%	6%	7%	10%	3%
NATIVE AMERICAN	0%	1%	1%	1%	0%	8%	10%	10%	7%	-1%
GAS	1%	1%	2%	2%	1%	0%	1%	1%	1%	0%
OTHER	3%	2%	2%	2%	-2%	4%	2%	1%	2%	-2%
TOTAL	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%

2071836865

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

TRADE CLASS ANALYSIS
Aug 93/Aug 94/Aug 95/Aug 96

SECTION 53

	% OF STORES					% OF INDUSTRY VOLUME				
	93	94	95	96	96 vs 93	93	94	95	96	96 vs 93
SUPERMARKETS	14%	13%	13%	13%	-1%	19%	14%	12%	11%	-8%
TOBACCO	1%	1%	2%	3%	2%	4%	6%	10%	14%	10%
CIGARETTES CHEAPER	1%	1%	1%	2%	1%	3%	5%	7%	10%	7%
CONVENIENCE	36%	37%	38%	38%	2%	27%	33%	32%	30%	3%
GROCERY	16%	15%	14%	12%	-4%	9%	9%	8%	6%	-3%
DRUG	4%	4%	4%	4%	0%	3%	3%	2%	2%	-1%
MASS MERCH	5%	6%	5%	5%	0%	8%	7%	6%	5%	-3%
HOTEL	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%
NEWS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REST.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIQUOR	15%	15%	14%	13%	-2%	11%	11%	10%	9%	-1%
WHSL CLUBS	1%	1%	1%	1%	0%	8%	4%	5%	4%	-4%
NATIVE AMERICAN	0%	0%	0%	0%	0%	2%	2%	2%	2%	0%
GAS	2%	3%	5%	6%	4%	1%	3%	4%	4%	3%
OTHER	3%	2%	2%	1%	-2%	4%	4%	2%	2%	-2%
TOTAL	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%

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Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

TRADE CLASS ANALYSIS
Aug 93/Aug 94/Aug 95/Aug 96

SECTION 54

	% OF STORES					% OF INDUSTRY VOLUME				
	93	94	95	96	96 vs 93	93	94	95	96	96 vs 93
SUPERMARKETS	12%	12%	12%	12%	-1%	18%	16%	15%	15%	-3%
TOBACCO	1%	0%	1%	2%	1%	1%	1%	3%	5%	5%
CIGARETTES CHEAPER	0%	0%	0%	1%	1%	0%	0%	0%	3%	3%
CONVENIENCE	30%	31%	31%	31%	2%	22%	29%	30%	30%	7%
GROCERY	11%	11%	10%	9%	-3%	7%	8%	7%	6%	-1%
DRUG	7%	7%	6%	6%	-1%	5%	5%	4%	4%	-1%
MASS MERCH	2%	2%	2%	2%	0%	3%	3%	4%	4%	0%
HOTEL	2%	2%	2%	1%	-1%	1%	1%	1%	1%	0%
NEWS	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
REST.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIQUOR	25%	24%	23%	21%	-3%	18%	24%	21%	17%	-1%
WHSL CLUBS	1%	1%	1%	1%	0%	n/a	2%	4%	4%	n/a
NATIVE AMERICAN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GAS	4%	6%	9%	11%	7%	2%	6%	9%	10%	7%
OTHER	5%	3%	2%	2%	-4%	4%	4%	2%	2%	-2%
TOTAL	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%

2071836867

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

TRADE CLASS ANALYSIS
Aug 93/Aug 94/Aug 95/Aug 96

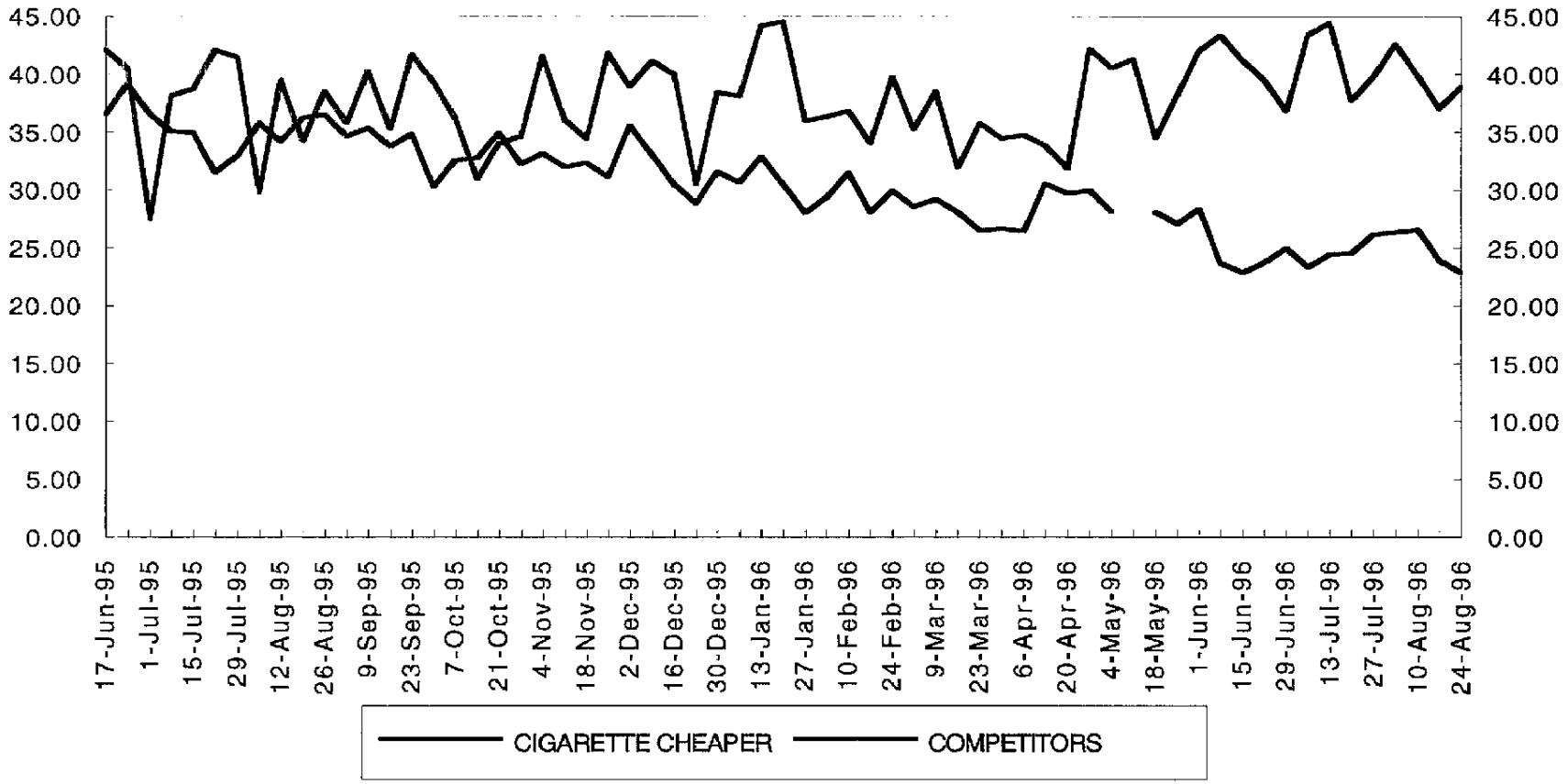
BALANCE OF U.S.

	% OF STORES					% OF INDUSTRY VOLUME				
	93	94	95	96	96 vs 93	93	94	95	96	96 vs 93
SUPERMARKETS	12%	12%	12%	12%	0%	24%	22%	20%	18%	-5%
TOBACCO	0%	1%	1%	2%	1%	1%	3%	4%	6%	5%
CIGARETTES CHEAPER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CONVENIENCE	48%	51%	52%	54%	6%	38%	42%	44%	45%	7%
GROCERY	12%	10%	9%	8%	-3%	8%	7%	6%	6%	-3%
DRUG	9%	9%	9%	9%	0%	6%	6%	5%	5%	-1%
MASS MERCH	4%	4%	3%	3%	0%	6%	6%	5%	5%	-1%
HOTEL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NEWS	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%
REST.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LIQUOR	5%	4%	4%	4%	-1%	3%	3%	3%	3%	-1%
WHSL CLUBS	0%	0%	0%	0%	0%	2%	2%	2%	3%	0%
NATIVE AMERICAN	0%	0%	0%	0%	0%	2%	3%	2%	2%	0%
GAS	2%	3%	3%	4%	2%	2%	2%	3%	3%	2%
OTHER	6%	4%	3%	3%	-3%	6%	4%	3%	2%	-4%
TOTAL	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%

2071836868

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

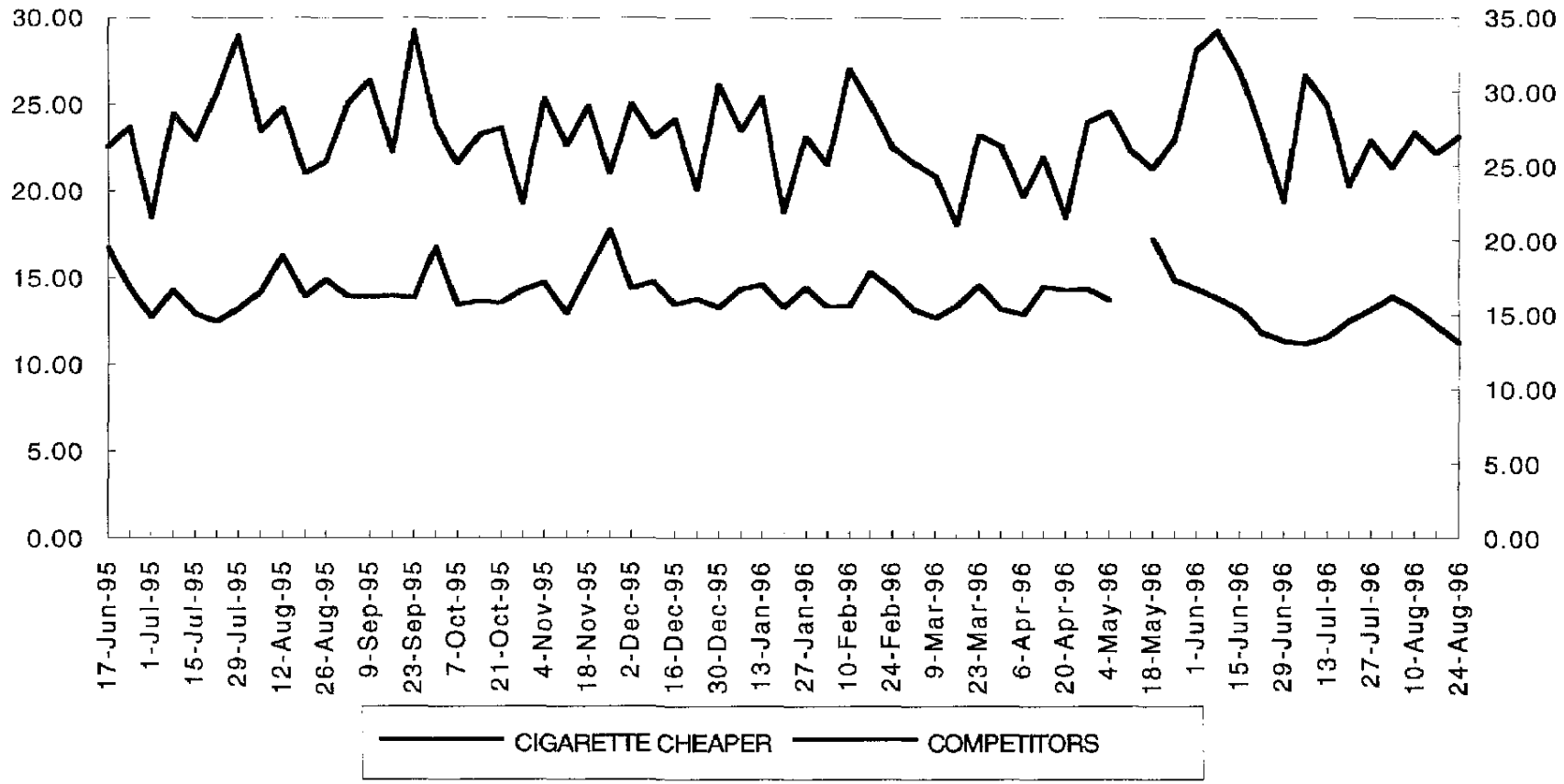
CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
TOTAL DISCOUNT SHARE



2071836869

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

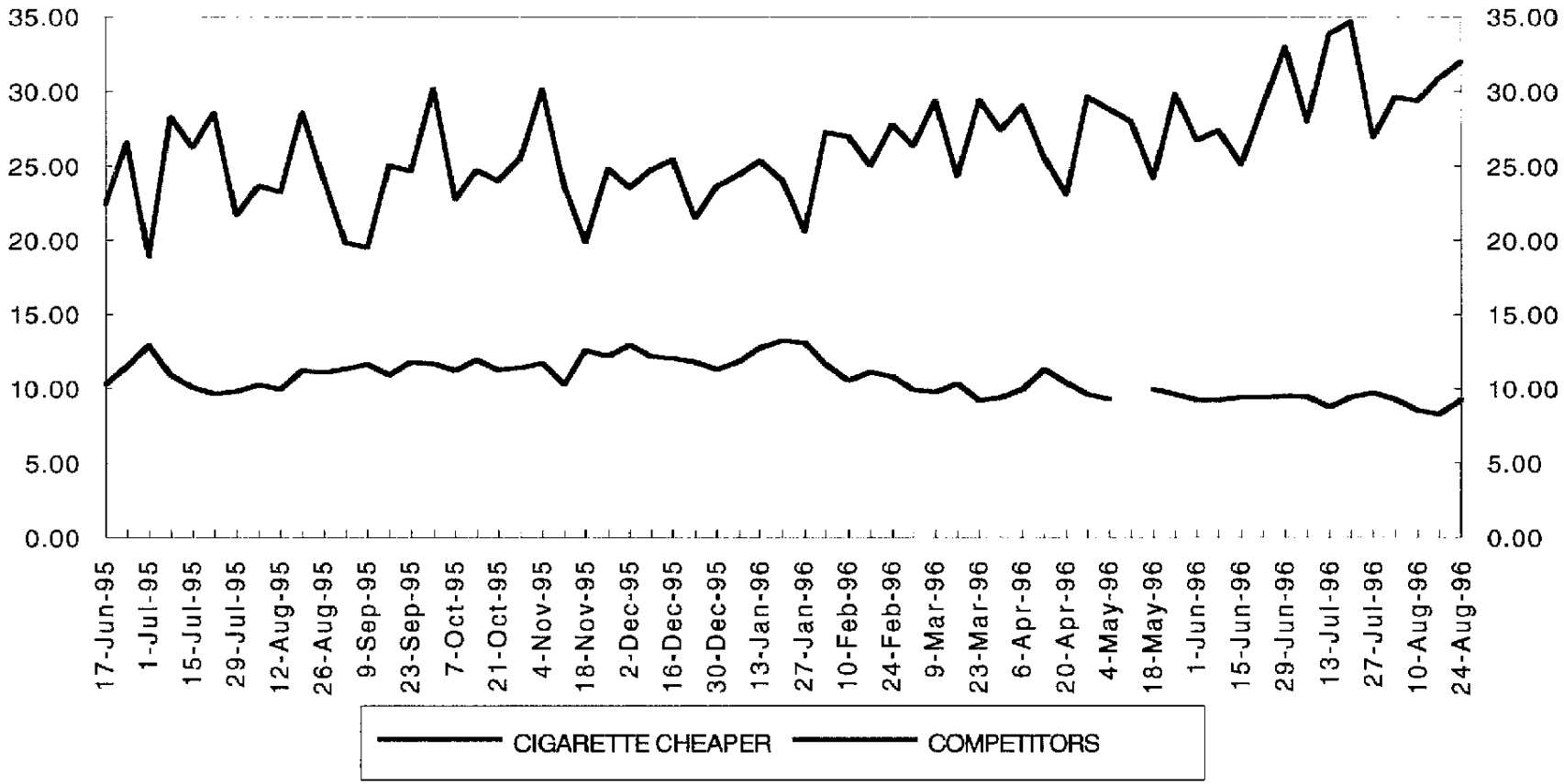
CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
TOTAL B&W SHARE



2071836870

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

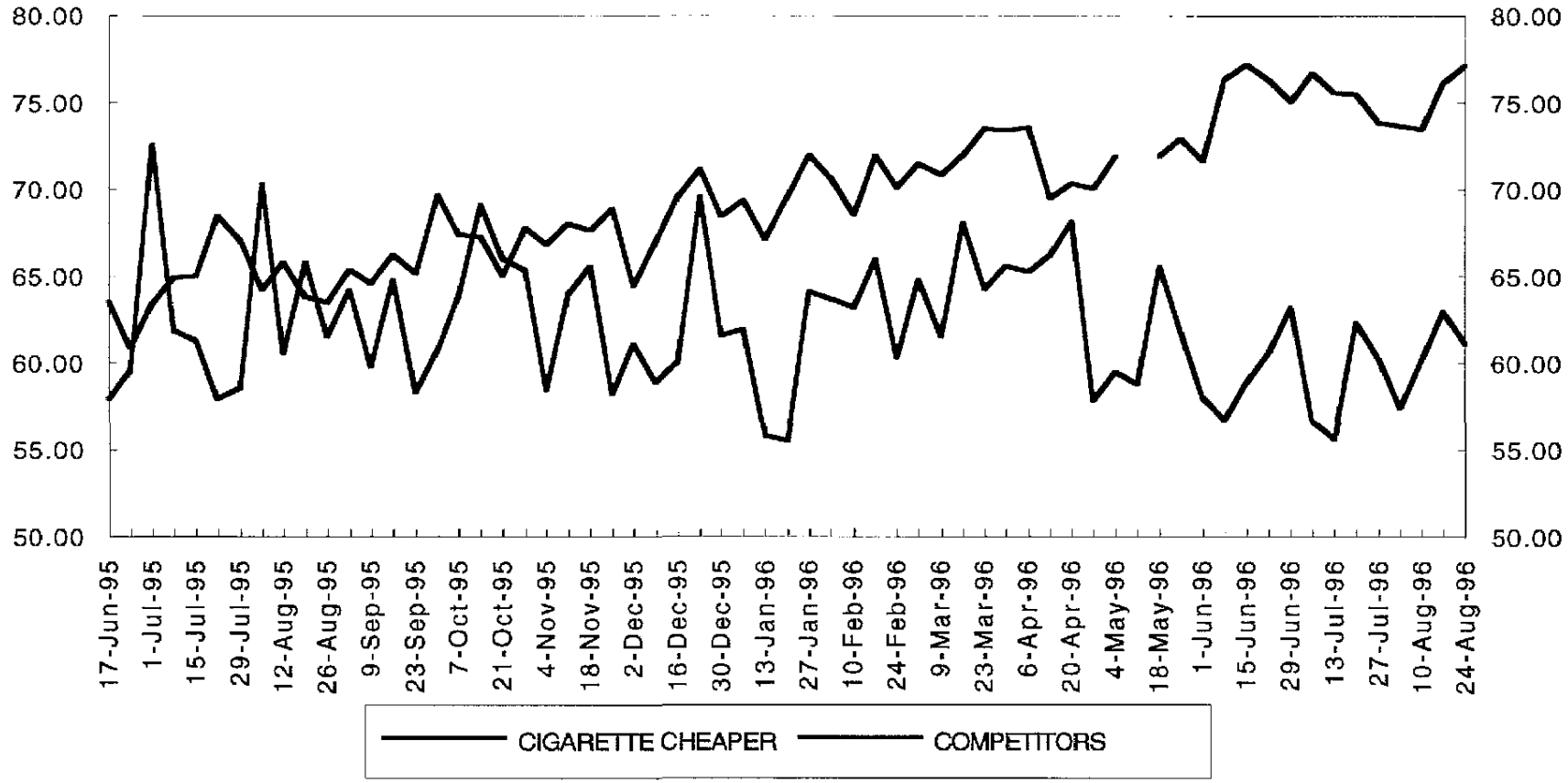
CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
TOTAL RJR SHARE



2071836871

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

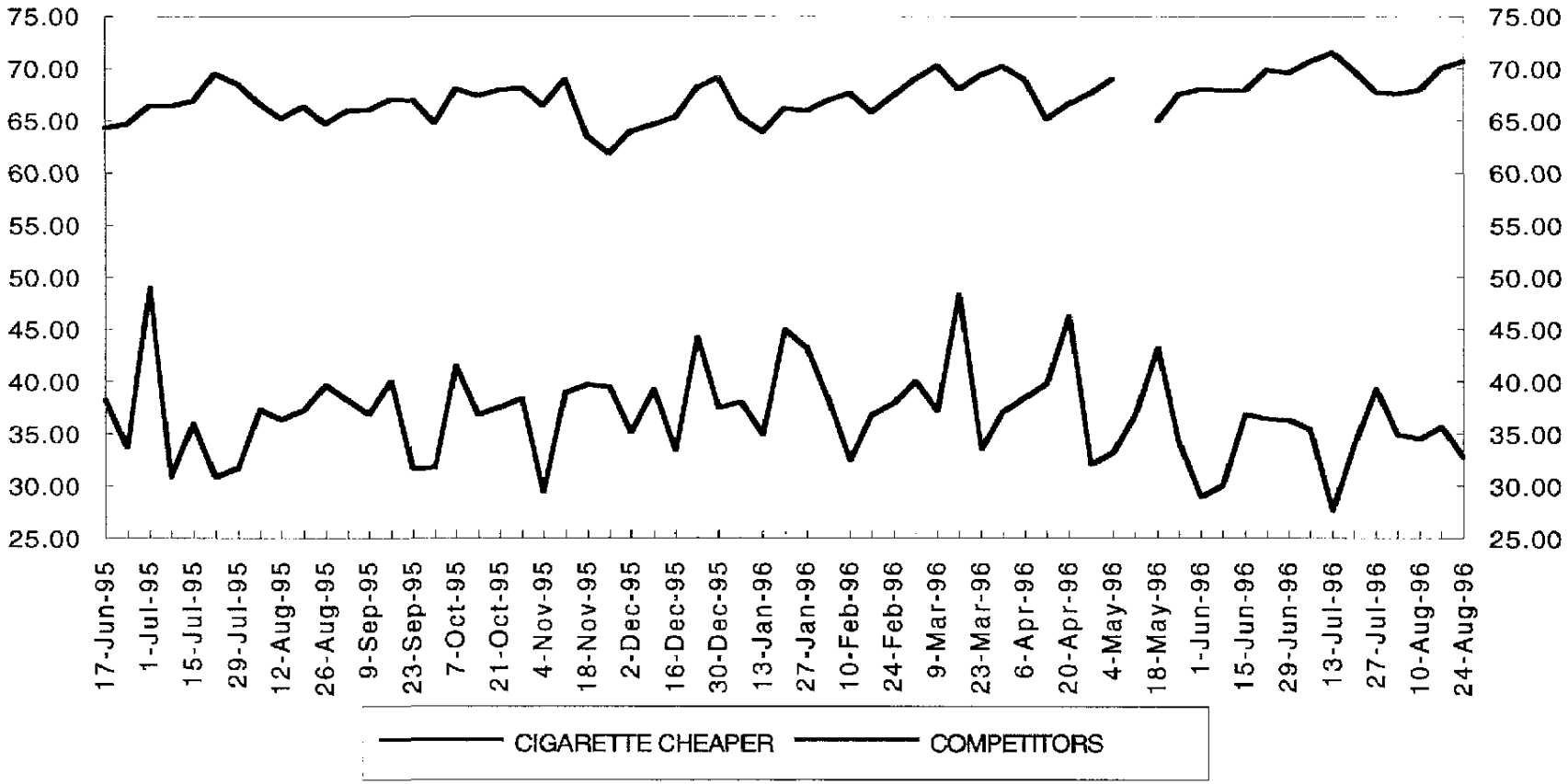
CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
TOTAL PREMIUM SHARE



2071836872

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
TOTAL PHILIP MORRIS SHARE

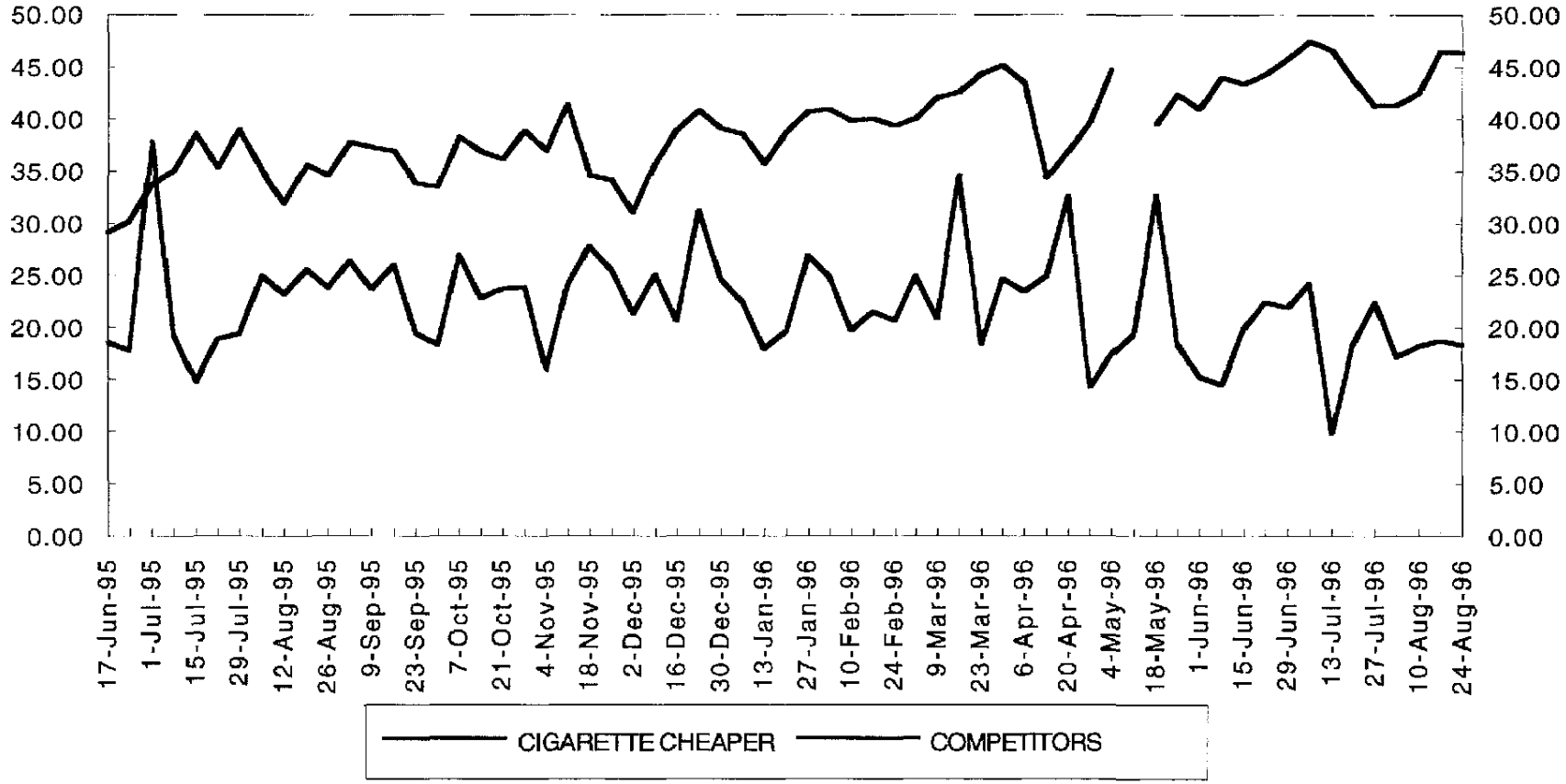


2071836873

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

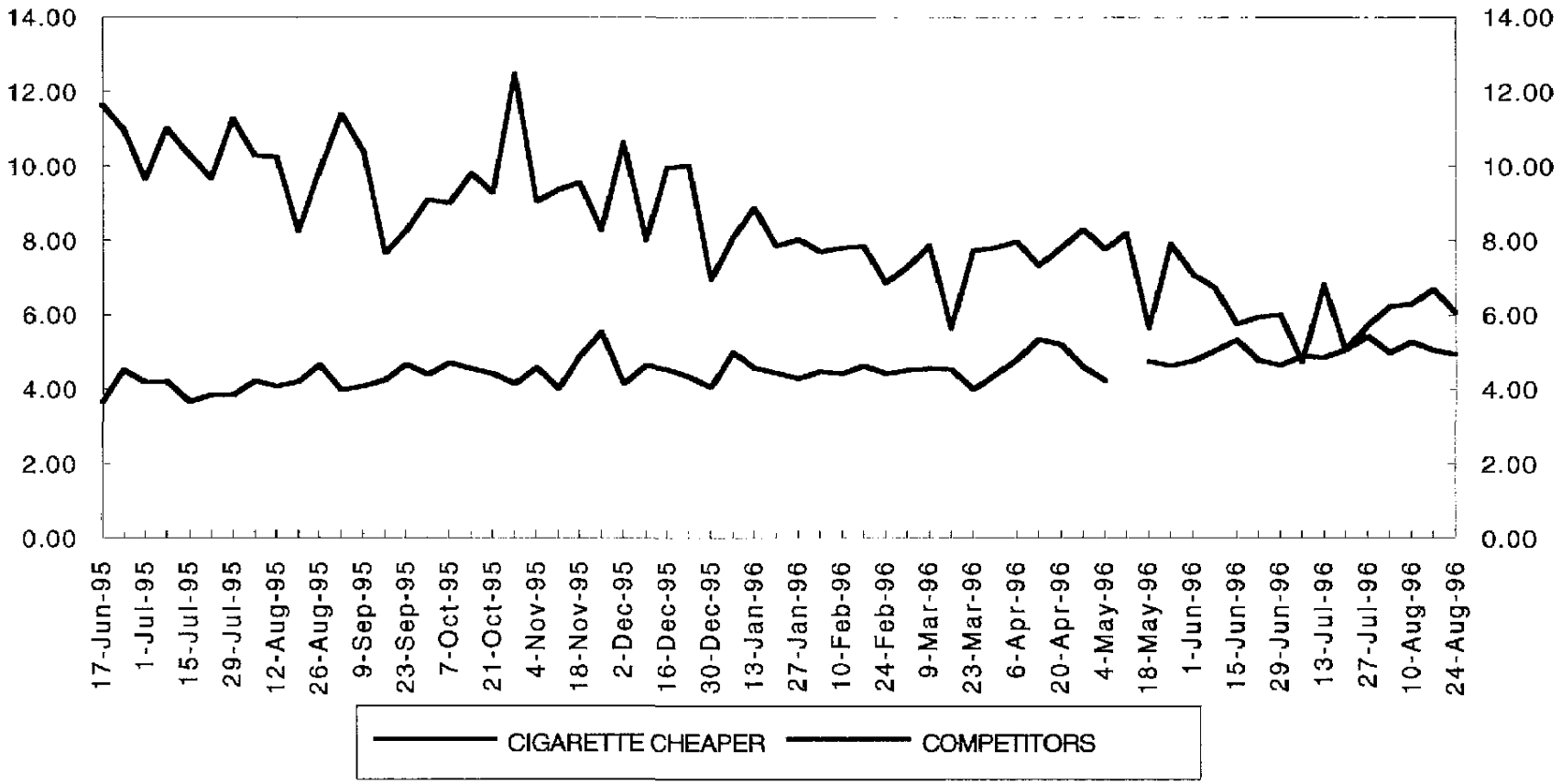
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
MARLBORO SHARE



2071836874

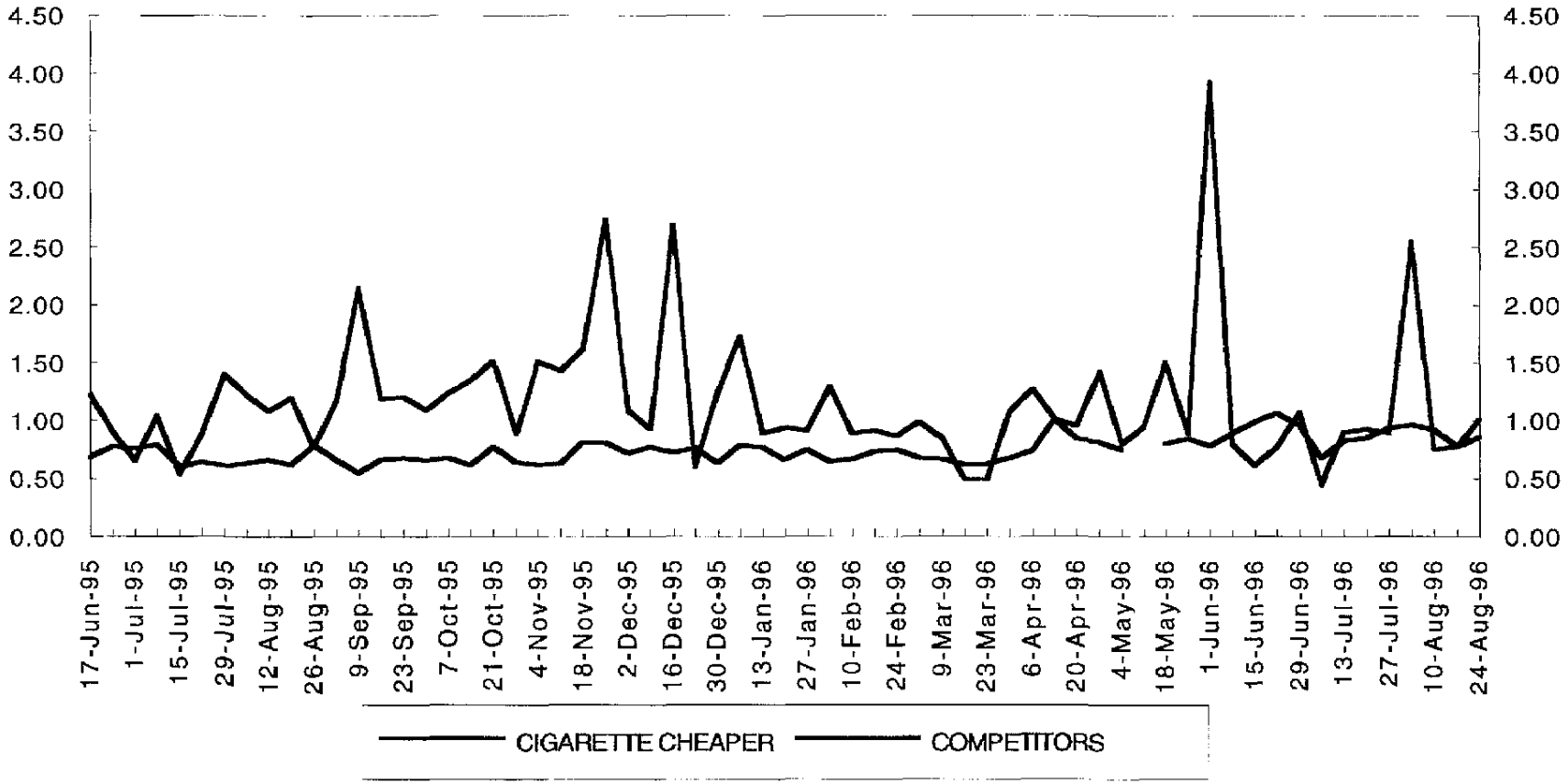
CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
TOTAL LORILLARD SHARE



2071836875

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

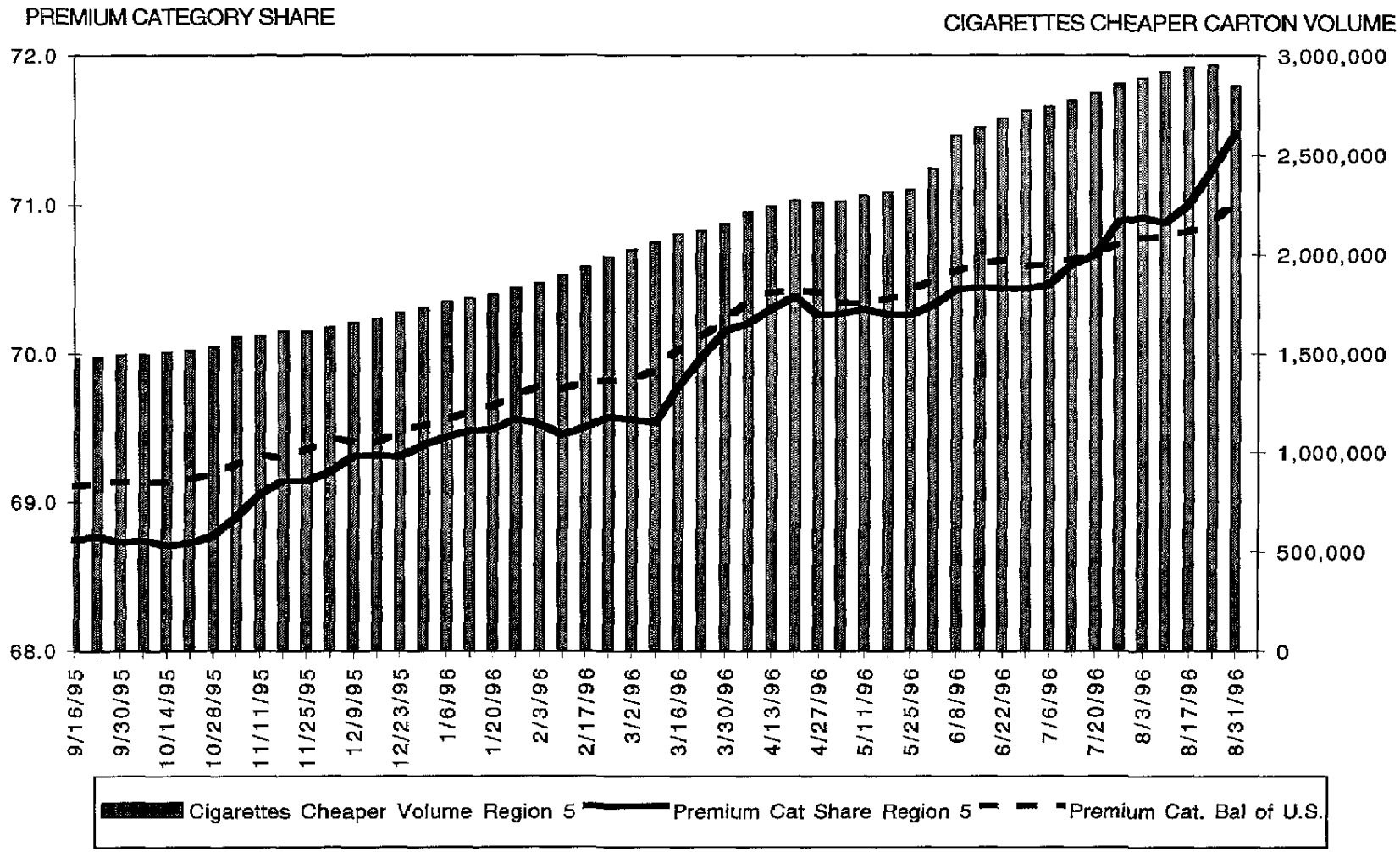
CIGARETTE CHEAPER VS. COMPETITORS
WEIGHTED COMPETITORS
TOTAL LIGGETT SHARE



2071836876

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME



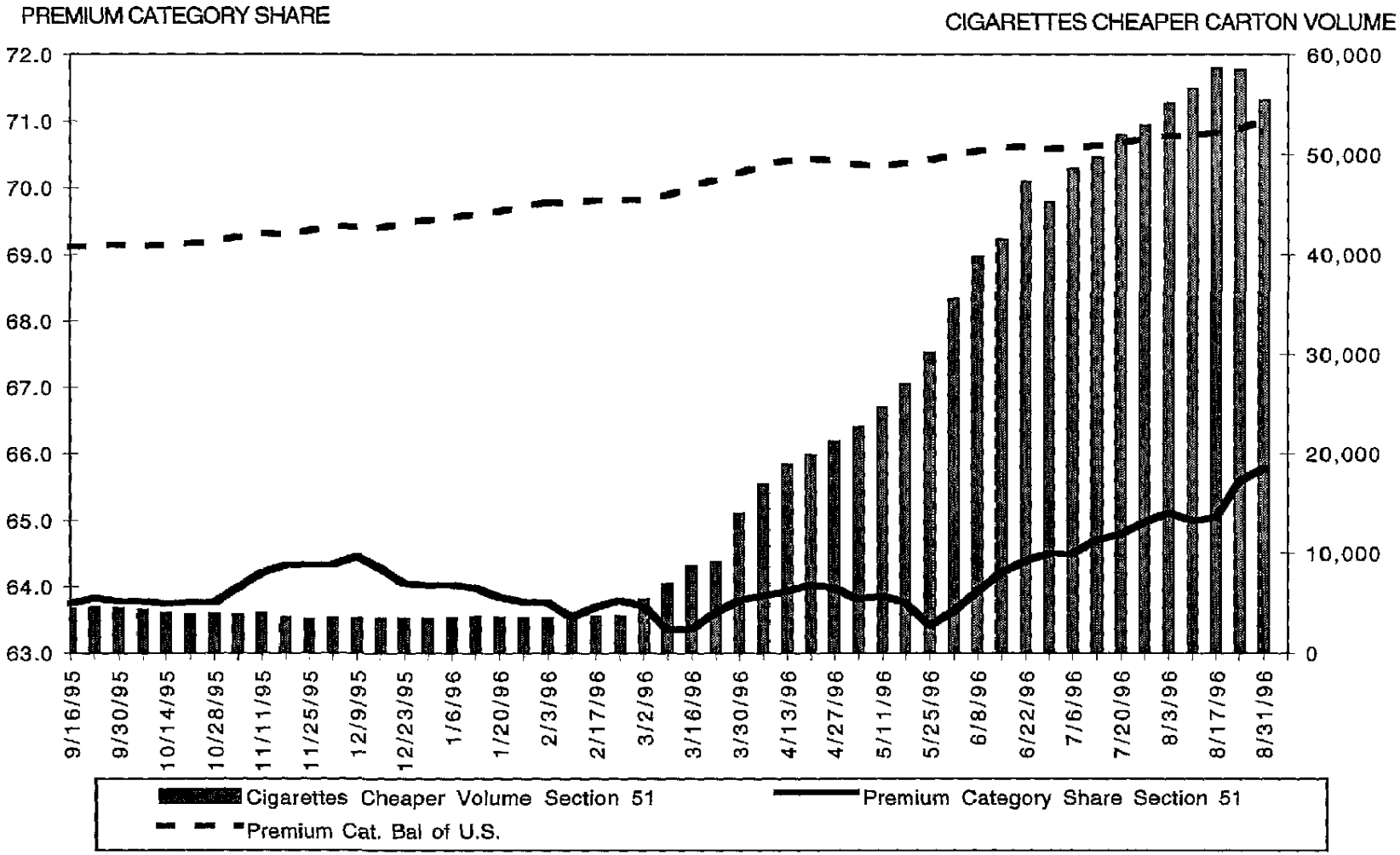
Sources: STARS Projected & Chain Aggregate Databases

2071836877

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 8

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME

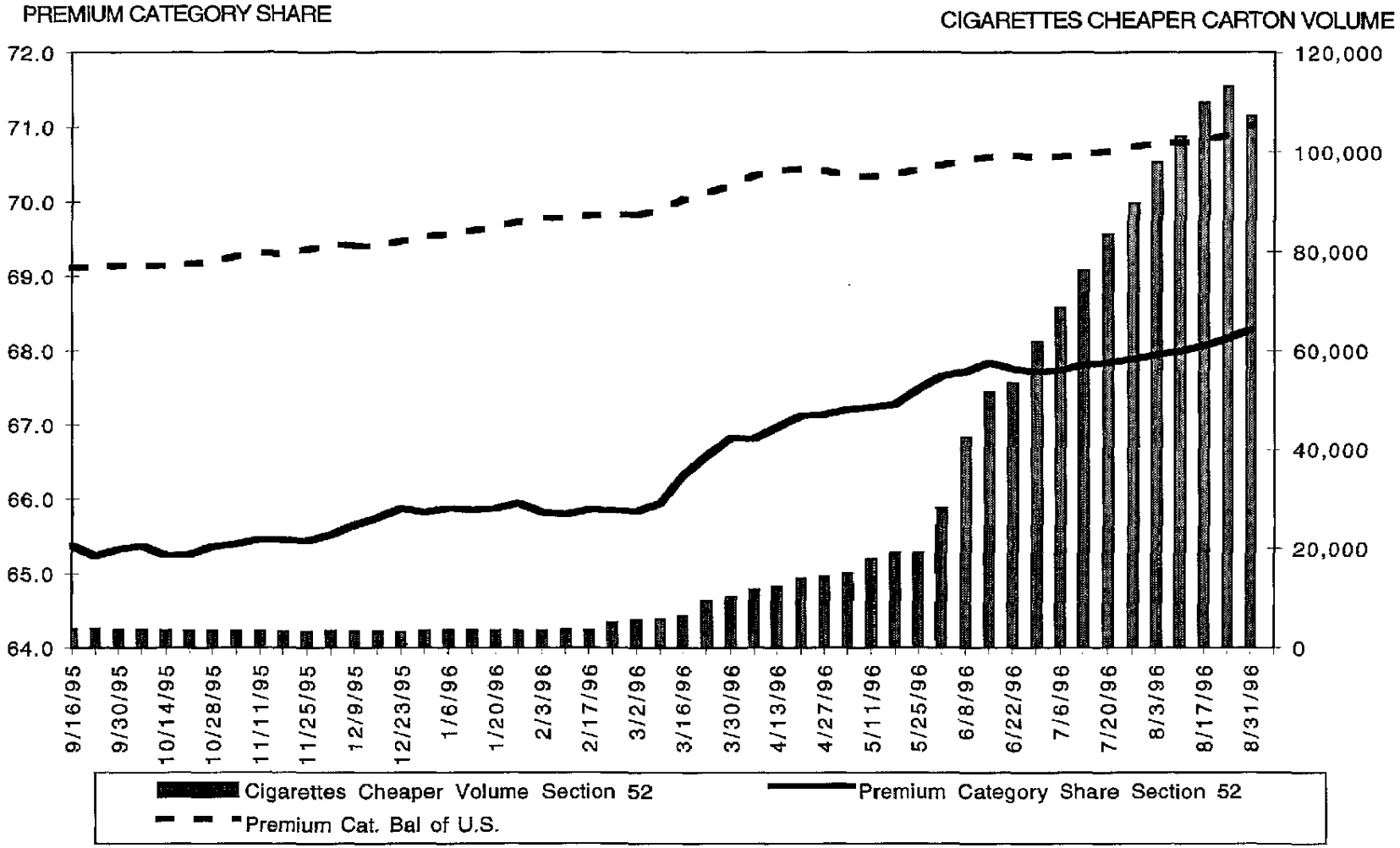


Sources: STARS Projected & Chain Aggregate Databases

2071836878

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME

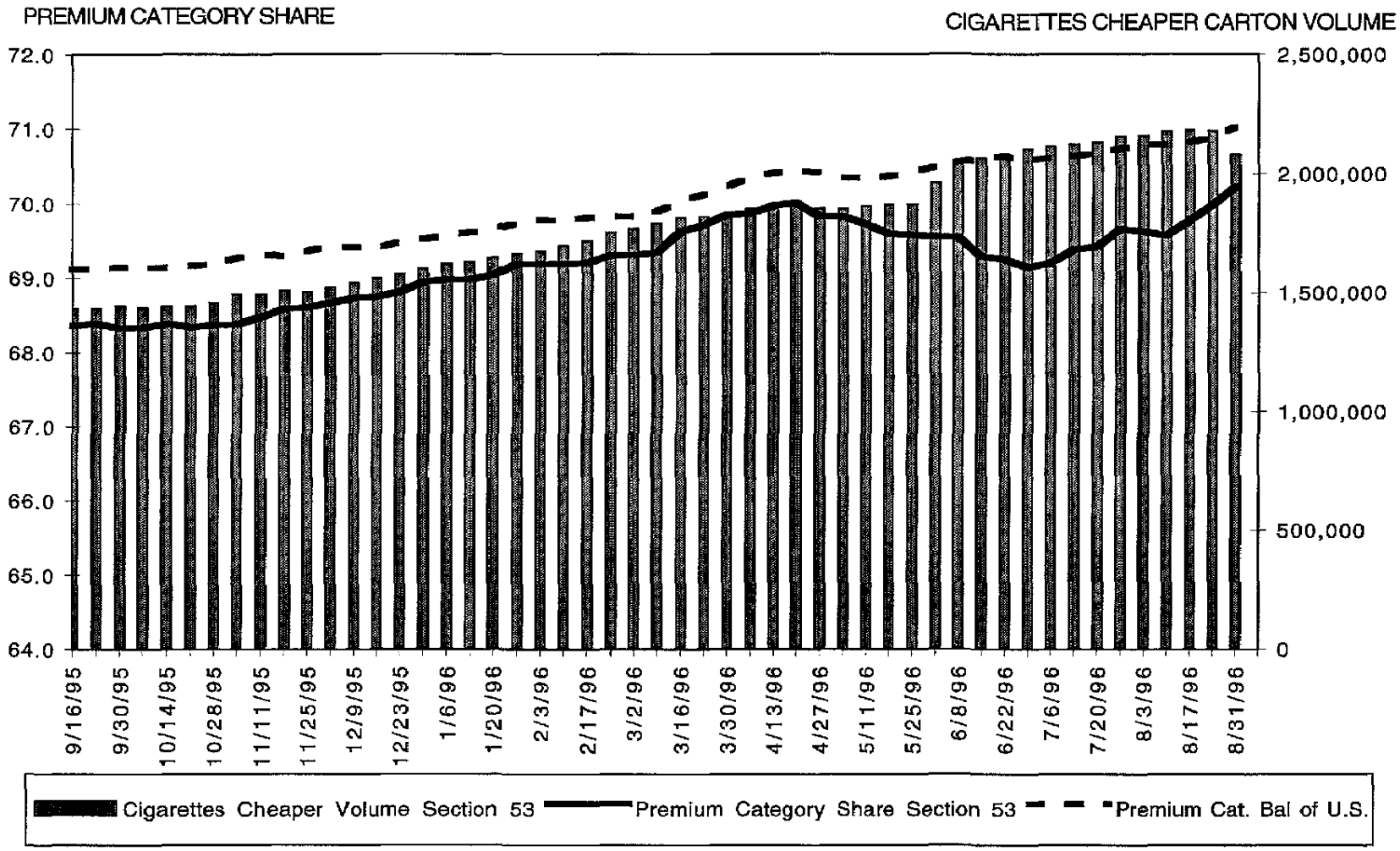


Sources: STARS Projected & Chain Aggregate Databases

2071836879

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME

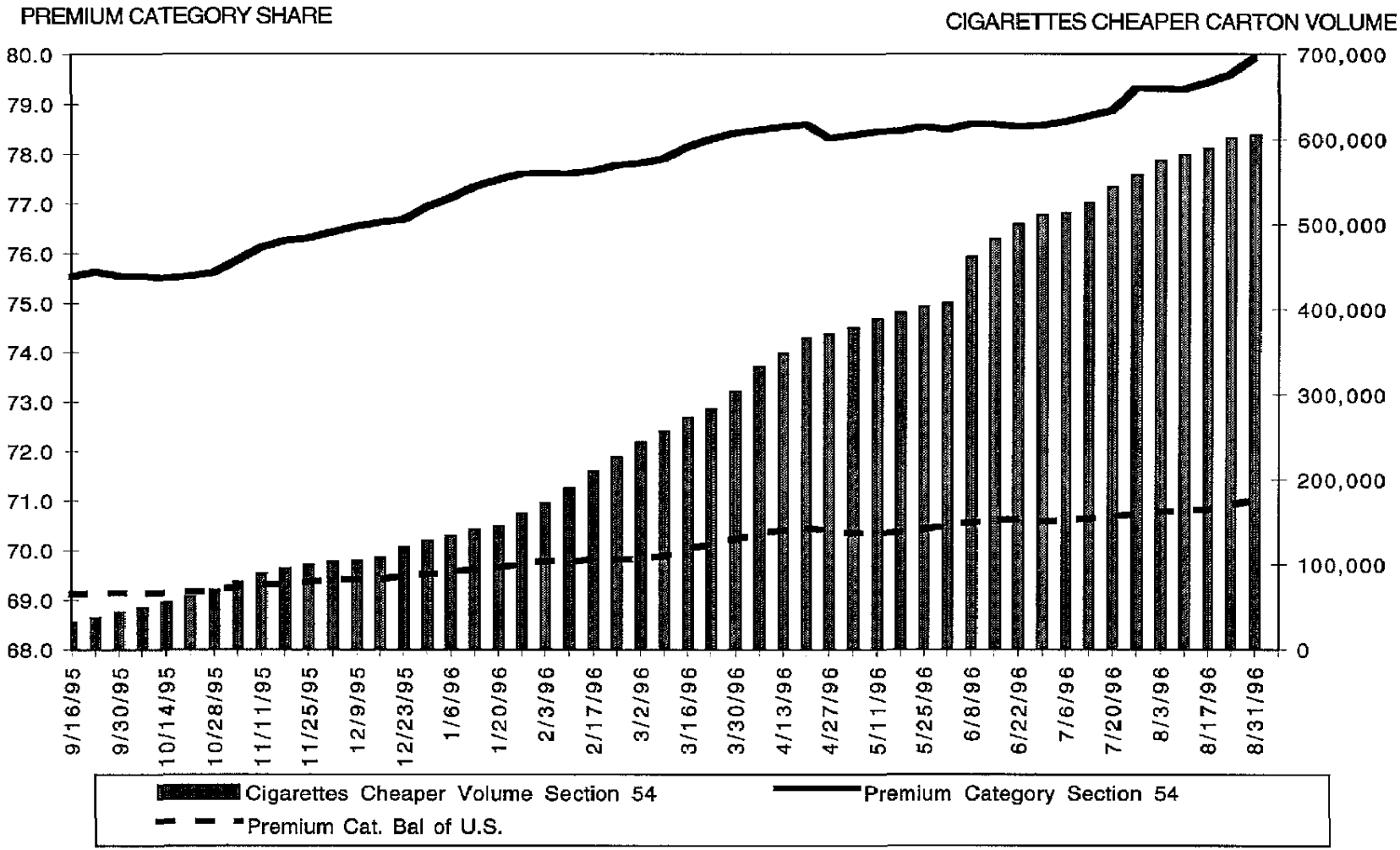


Sources: STARS Projected & Chain Aggregate Databases

2071836880

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME

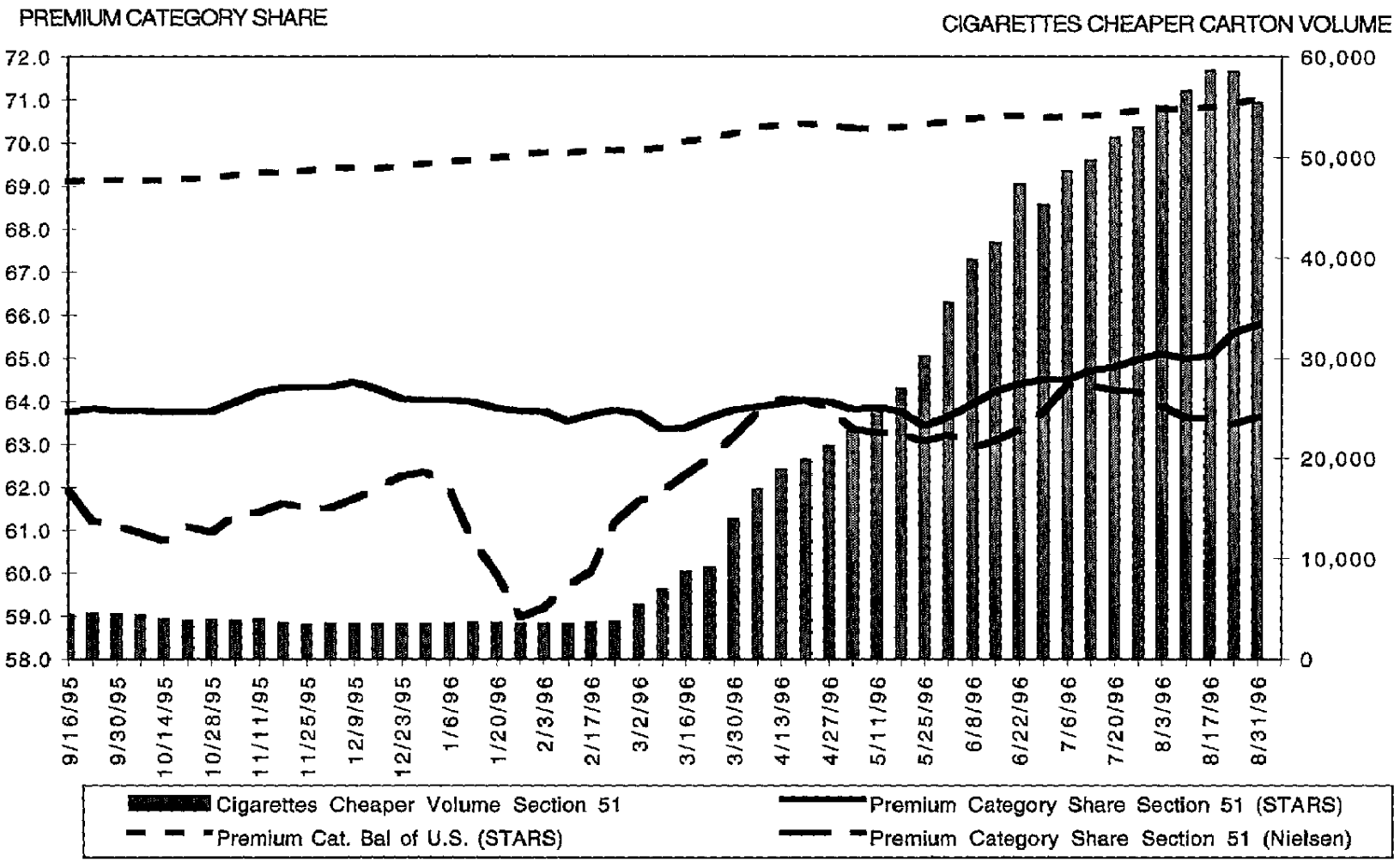


Sources: STARS Projected & Chain Aggregate Databases

2071836881

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME

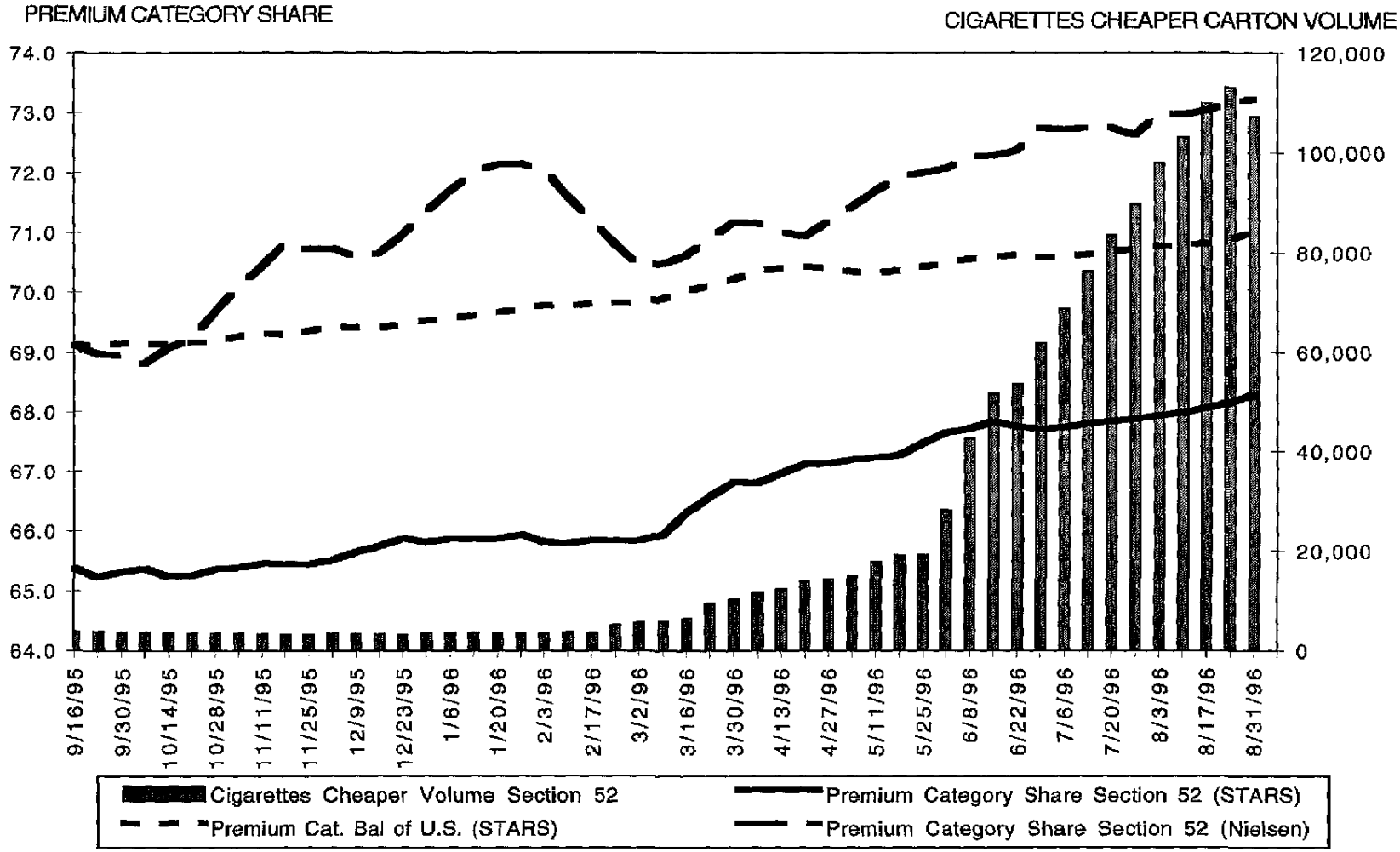


Sources: STARS Projected & Chain Aggregate Databases

2071836882

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME



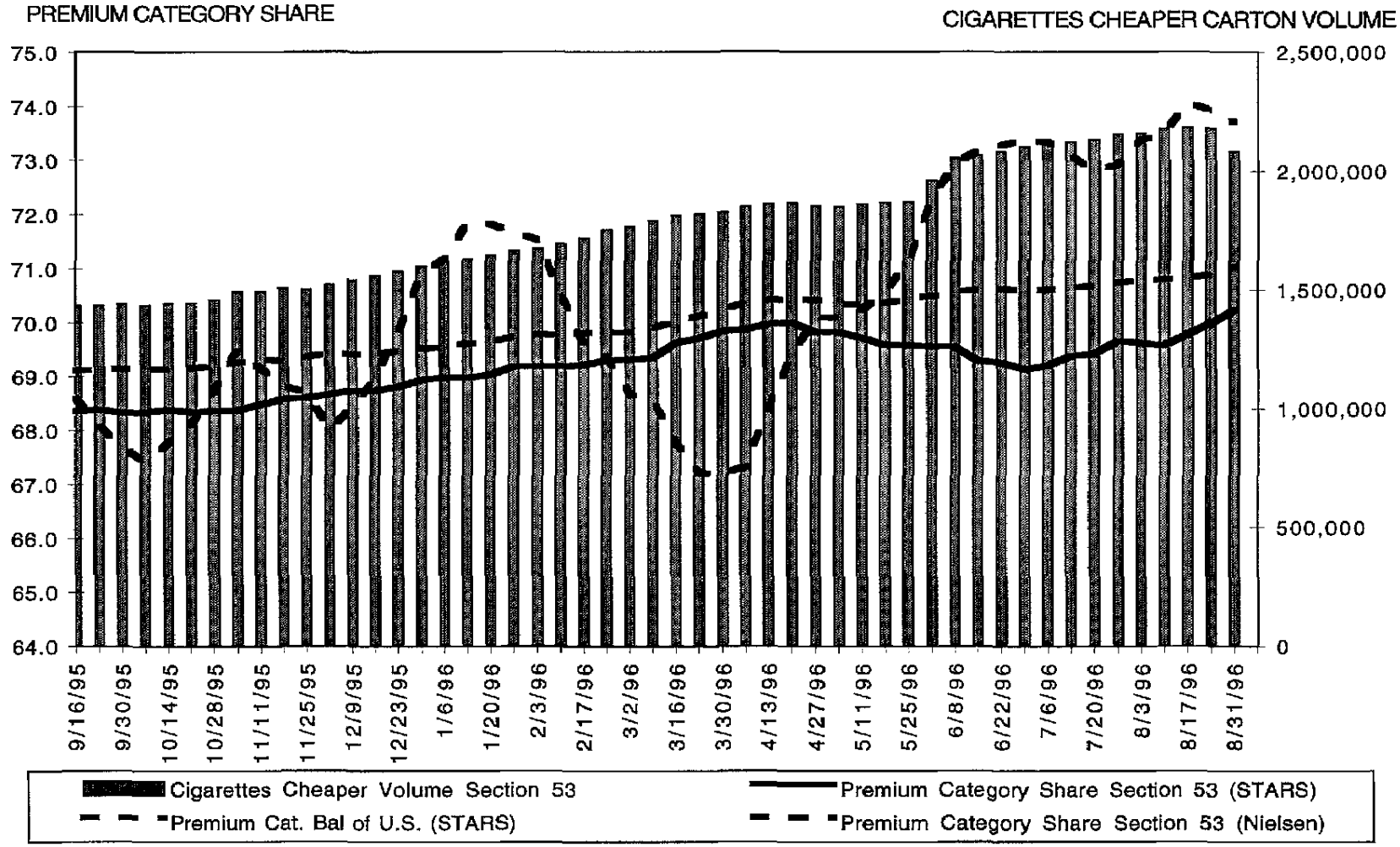
Sources: STARS Projected & Chain Aggregate Databases

2071836883

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 12

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME

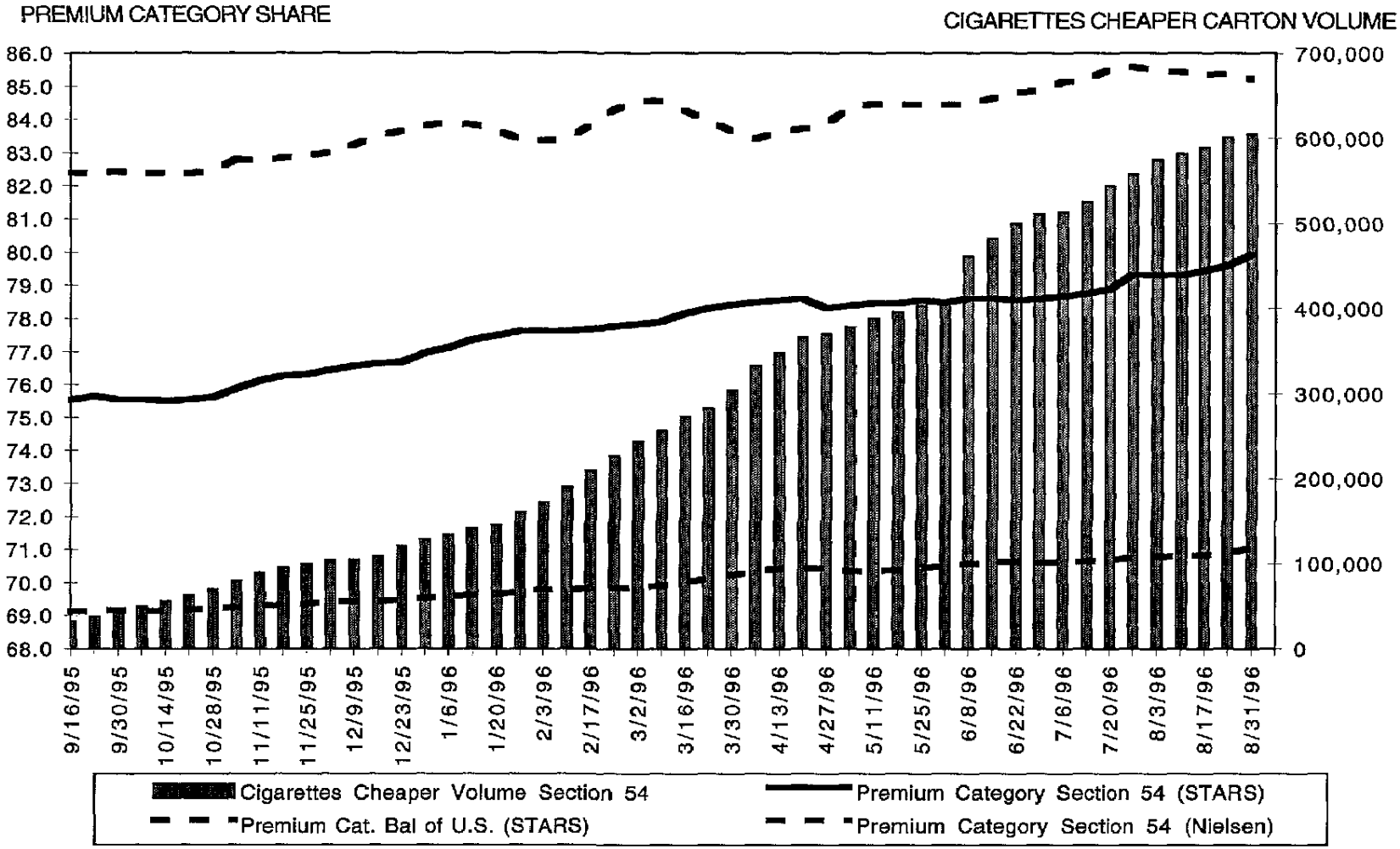


Sources: STARS Projected & Chain Aggregate Databases

2071836884

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME

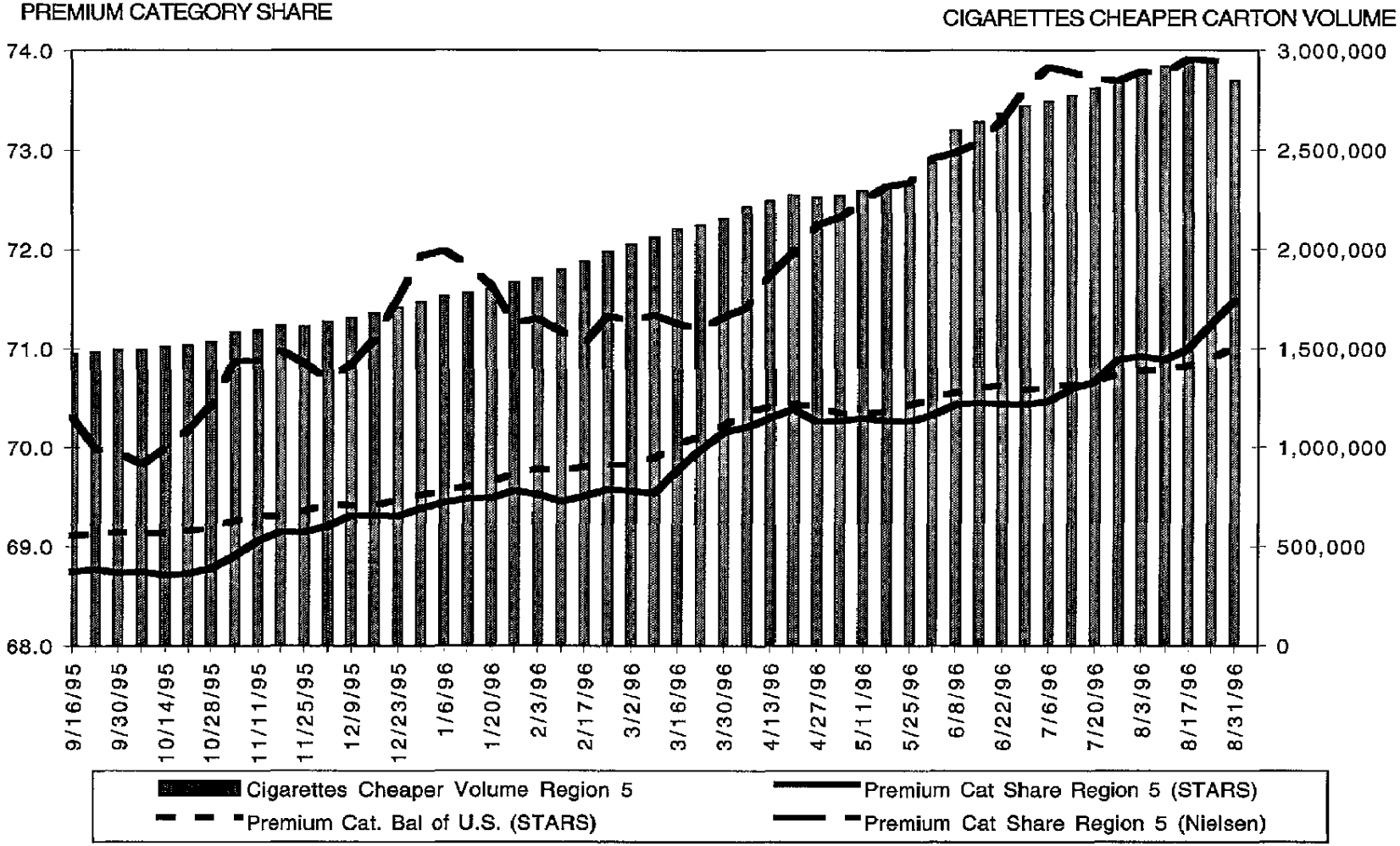


Sources: STARS Projected & Chain Aggregate Databases

2071836886

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PREMIUM CATEGORY SHARE & CIGARETTES CHEAPER VOLUME



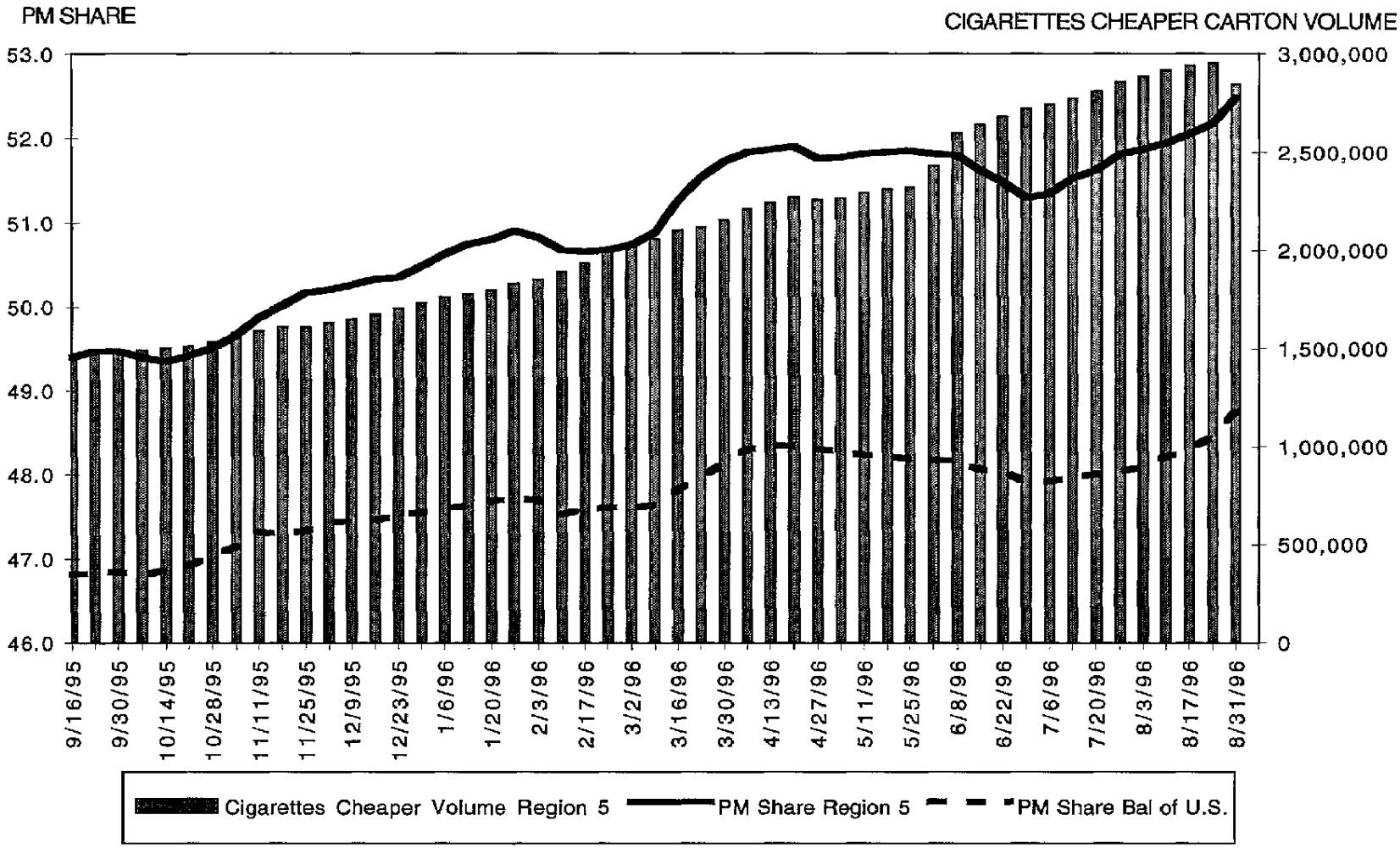
Sources: STARS Projected & Chain Aggregate Databases

2071836886

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 1

PM SHARE & CIGARETTES CHEAPER VOLUME



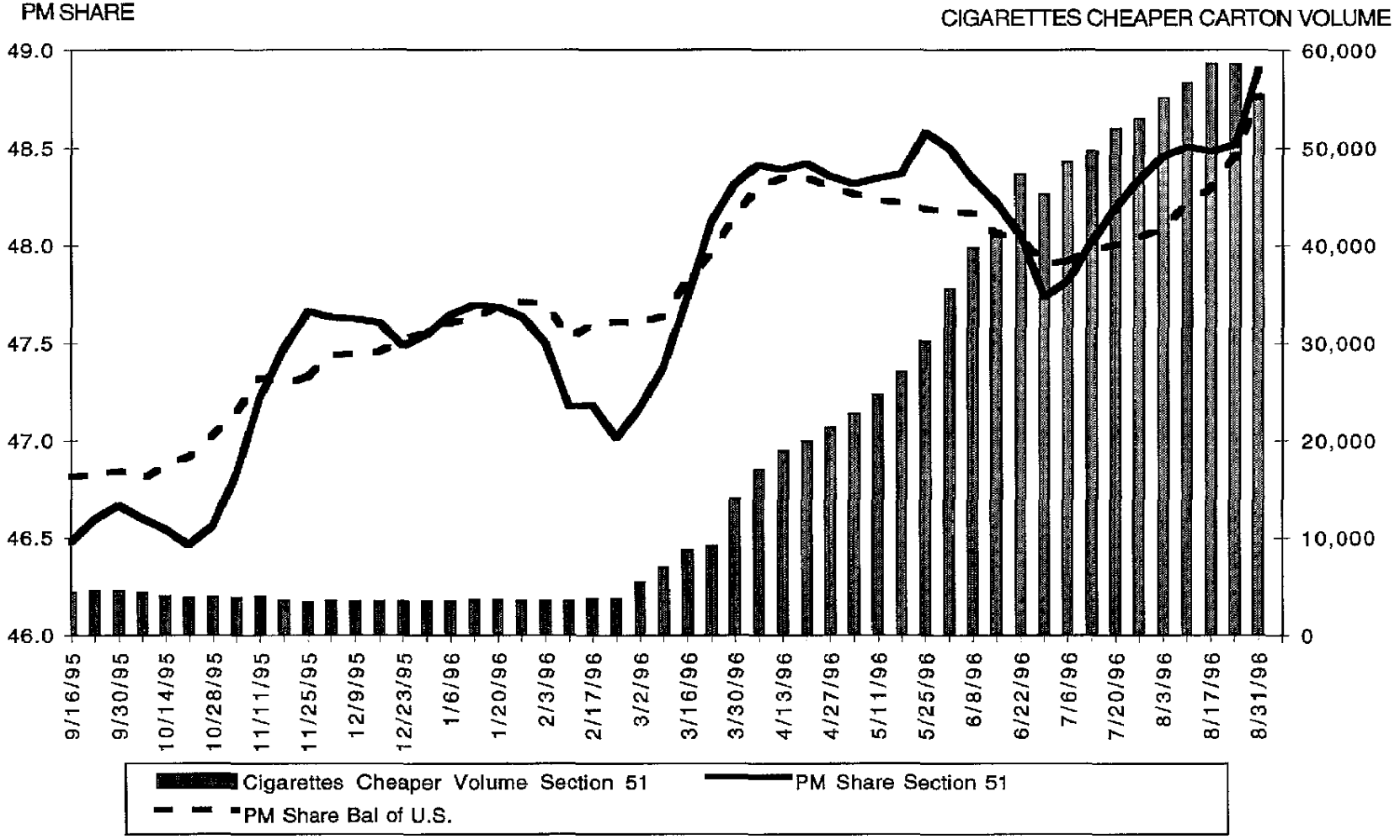
Sources: STARS Projected & Chain Aggregate Databases

2071836887

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 5

PM SHARE & CIGARETTES CHEAPER VOLUME



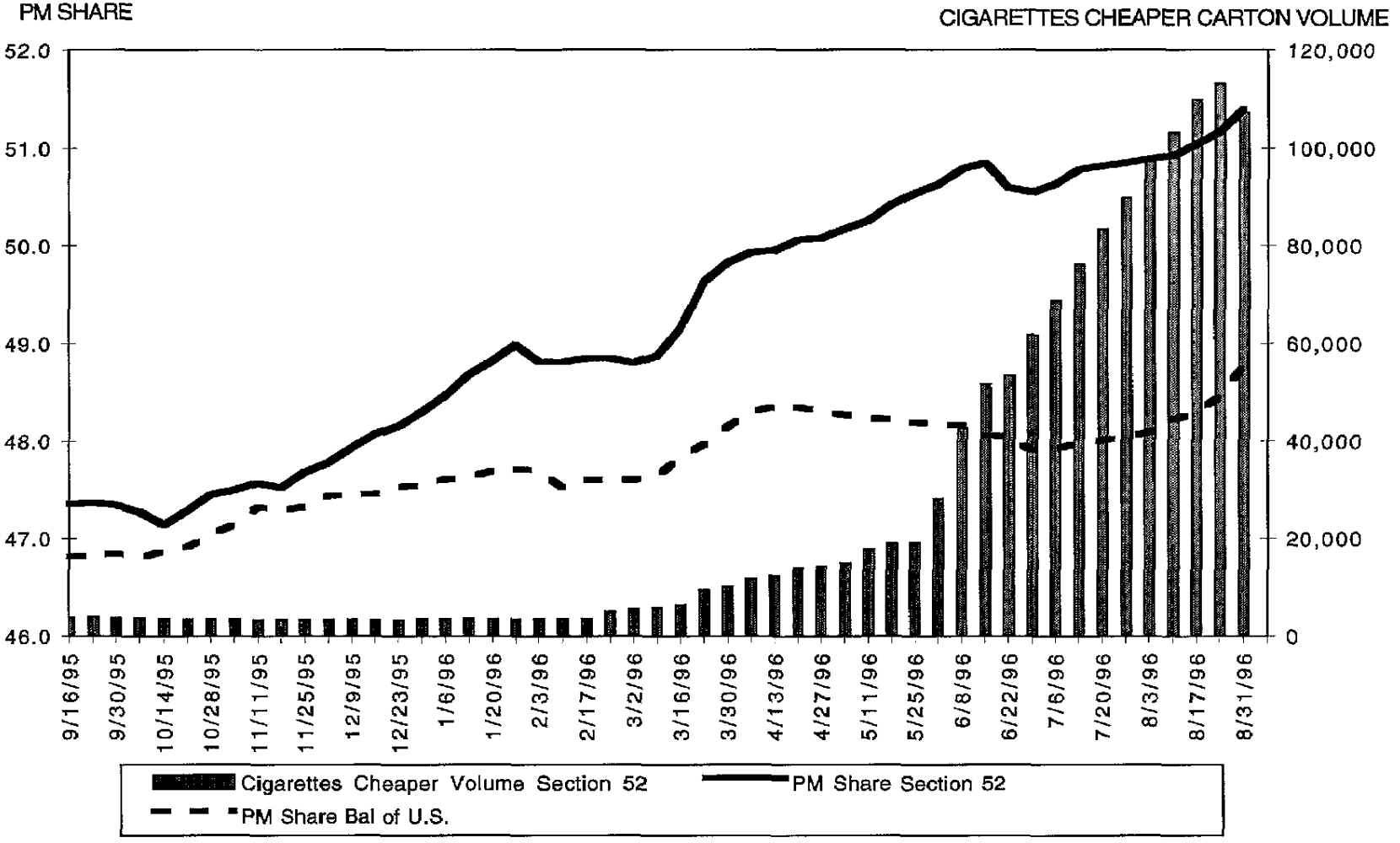
Sources: STARS Projected & Chain Aggregate Databases

2071836888

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 9

PM SHARE & CIGARETTES CHEAPER VOLUME

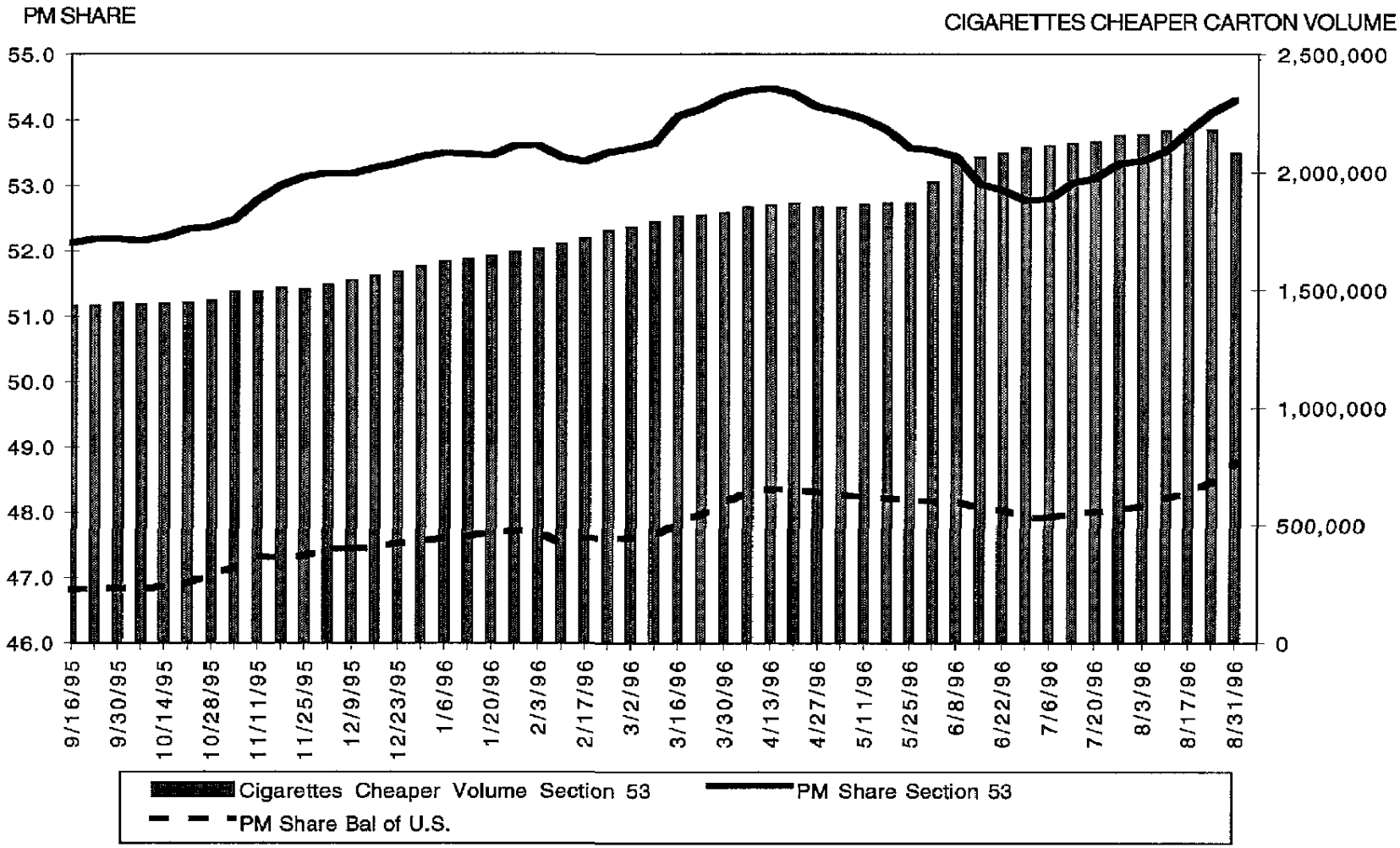


Sources: STARS Projected & Chain Aggregate Databases

2071836889

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PM SHARE & CIGARETTES CHEAPER VOLUME

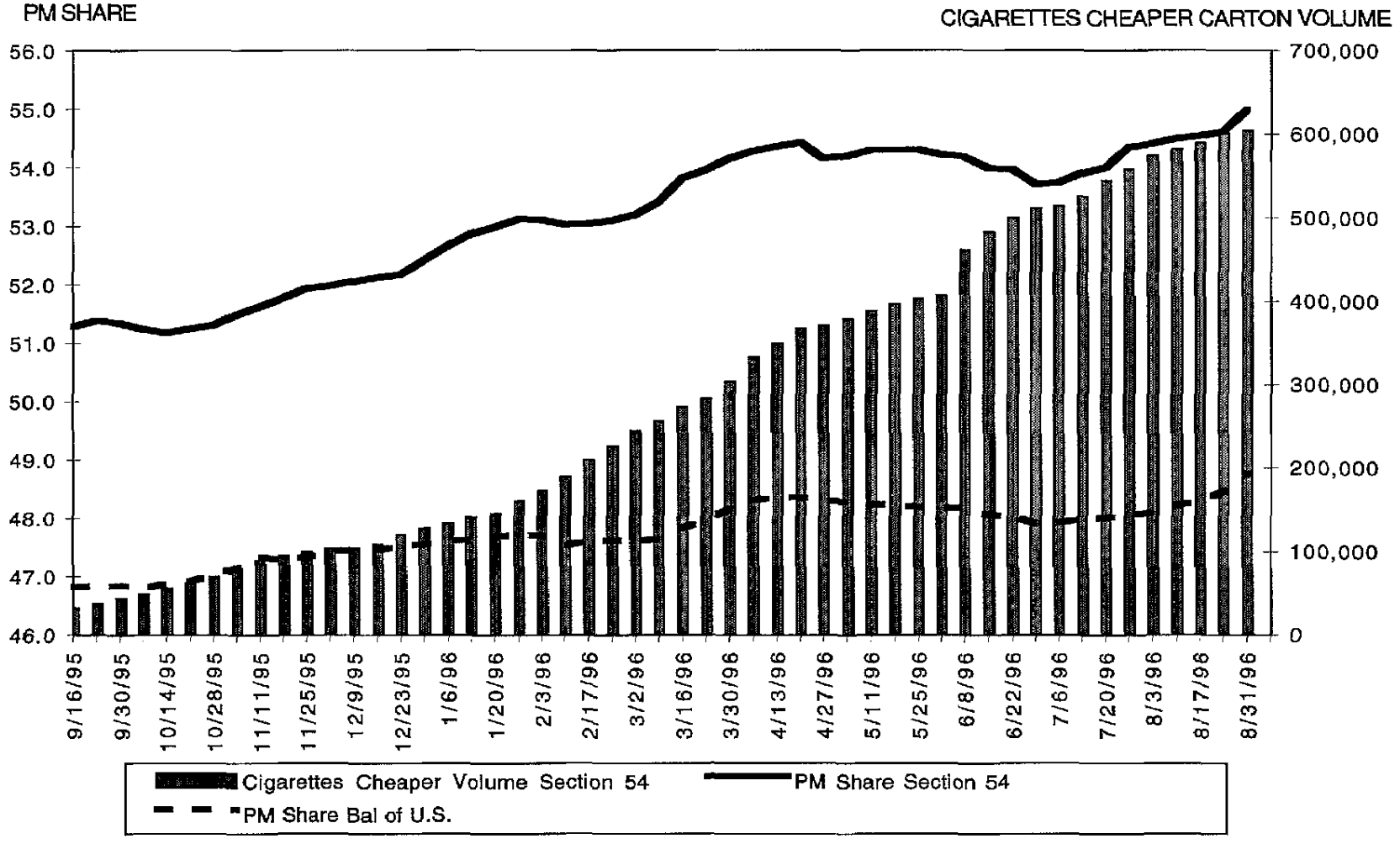


Sources: STARS Projected & Chain Aggregate Databases

2071836890

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PM SHARE & CIGARETTES CHEAPER VOLUME

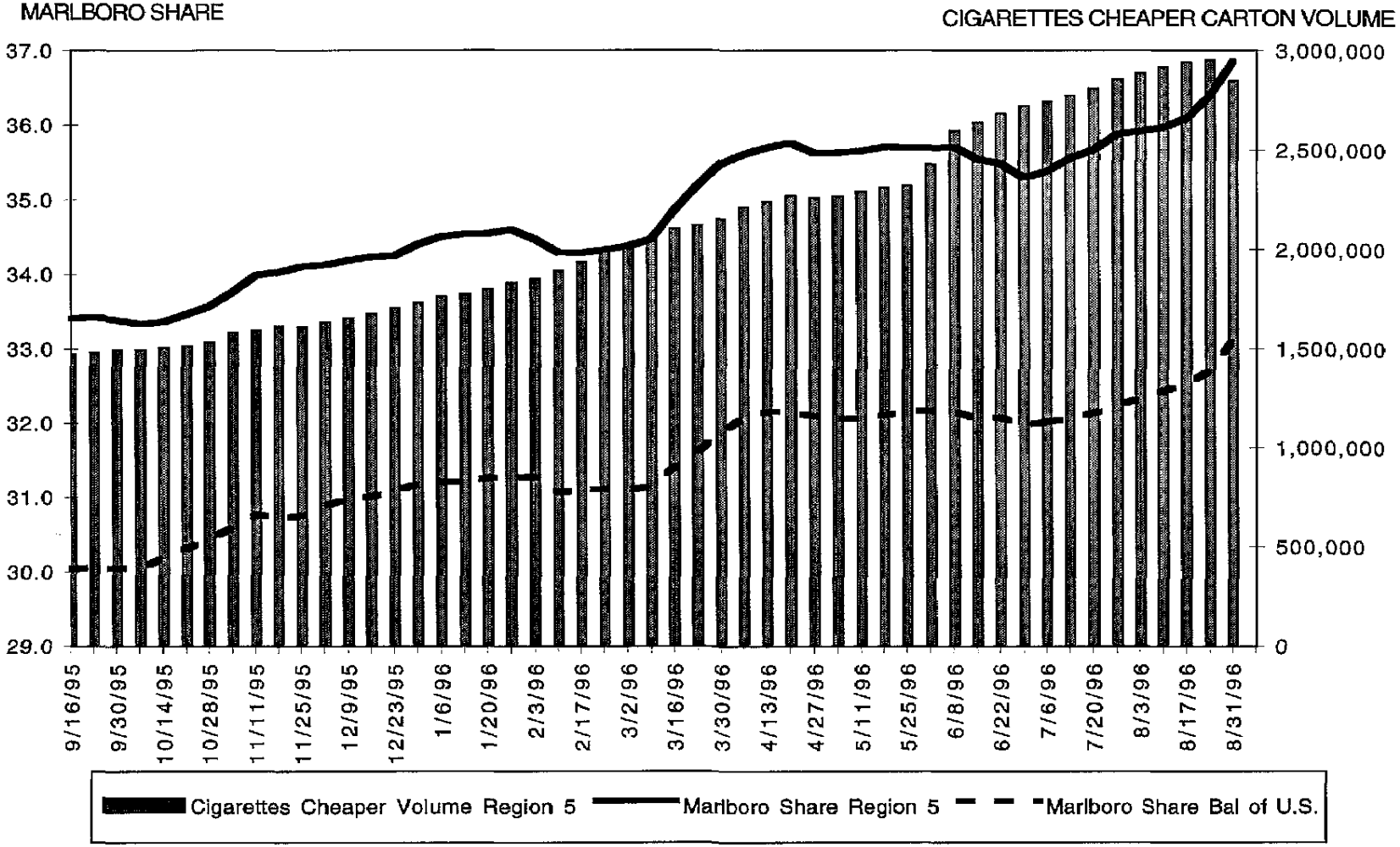


Sources: STARS Projected & Chain Aggregate Databases

2071836891

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



Sources: STARS Projected & Chain Aggregate Databases

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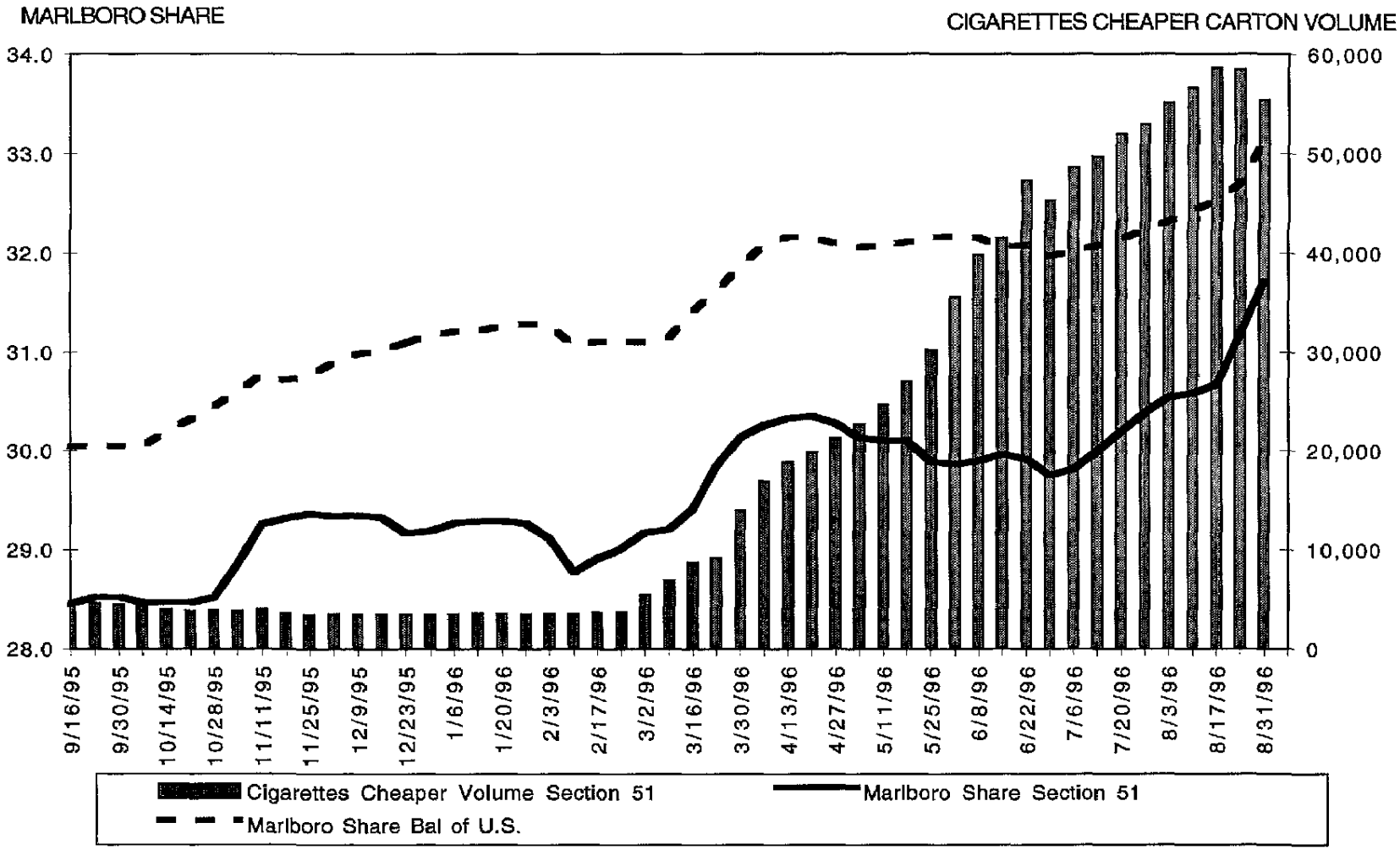
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



Sources: STARS Projected & Chain Aggregate Databases

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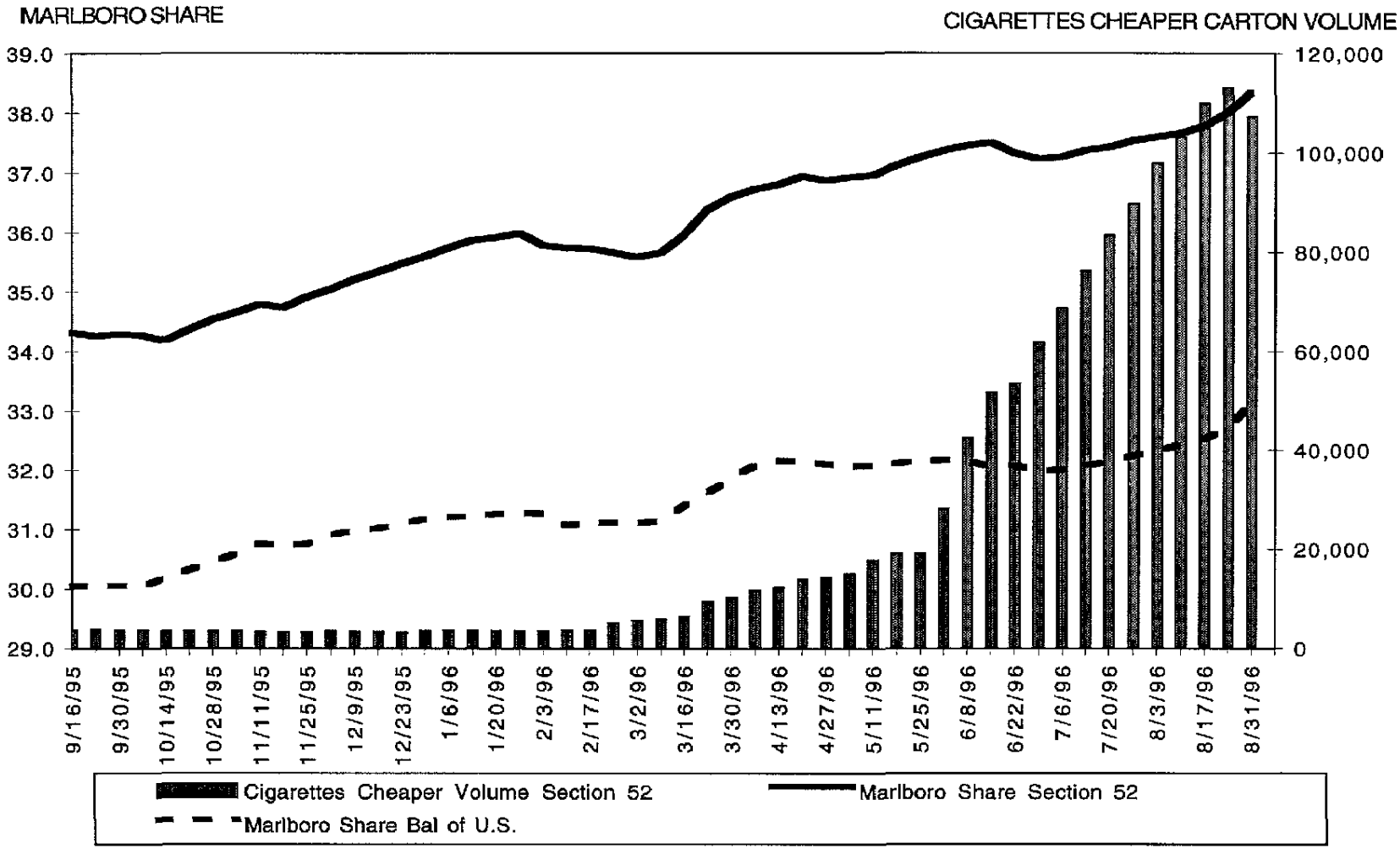
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



Sources: STARS Projected & Chain Aggregate Databases

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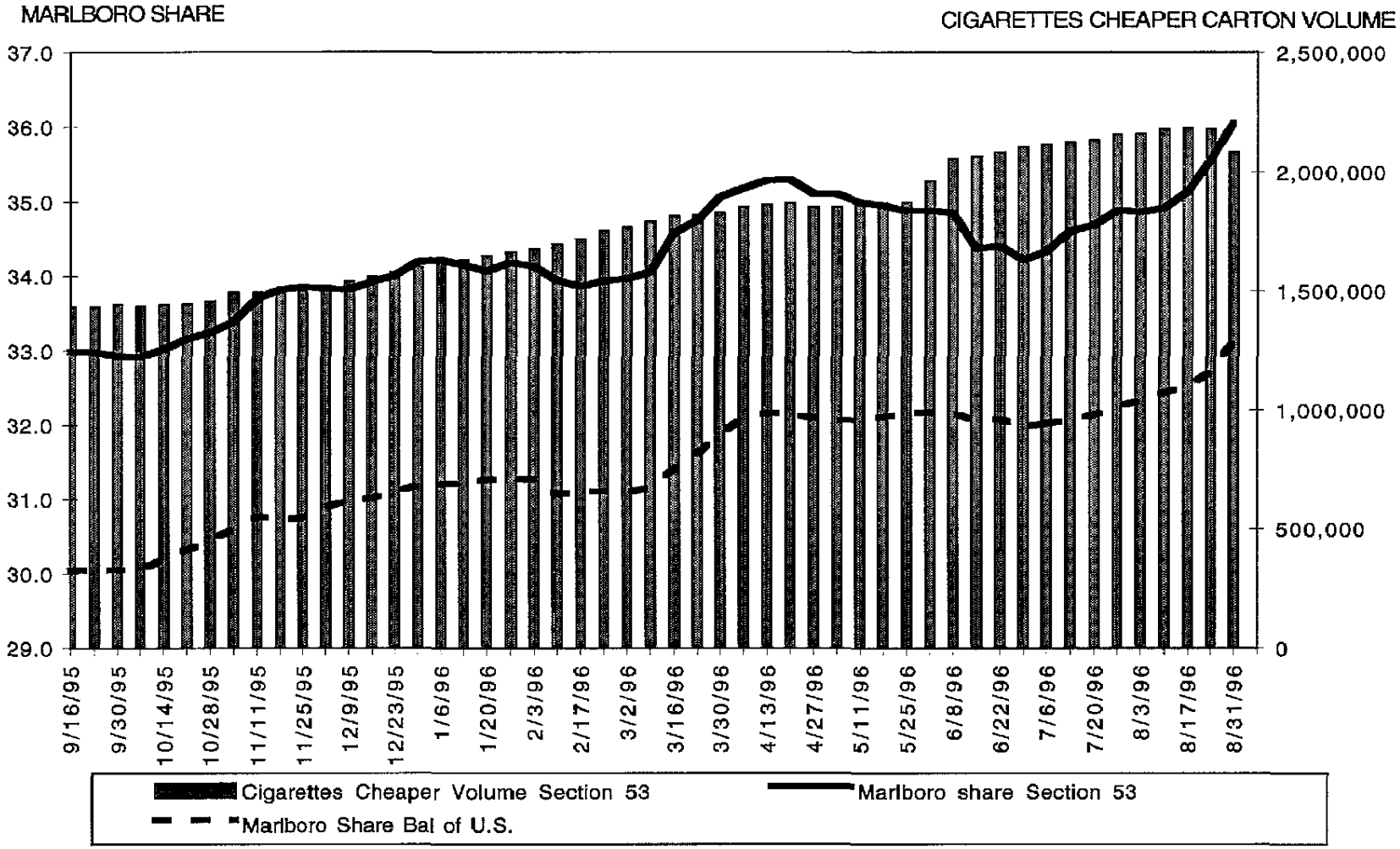
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME

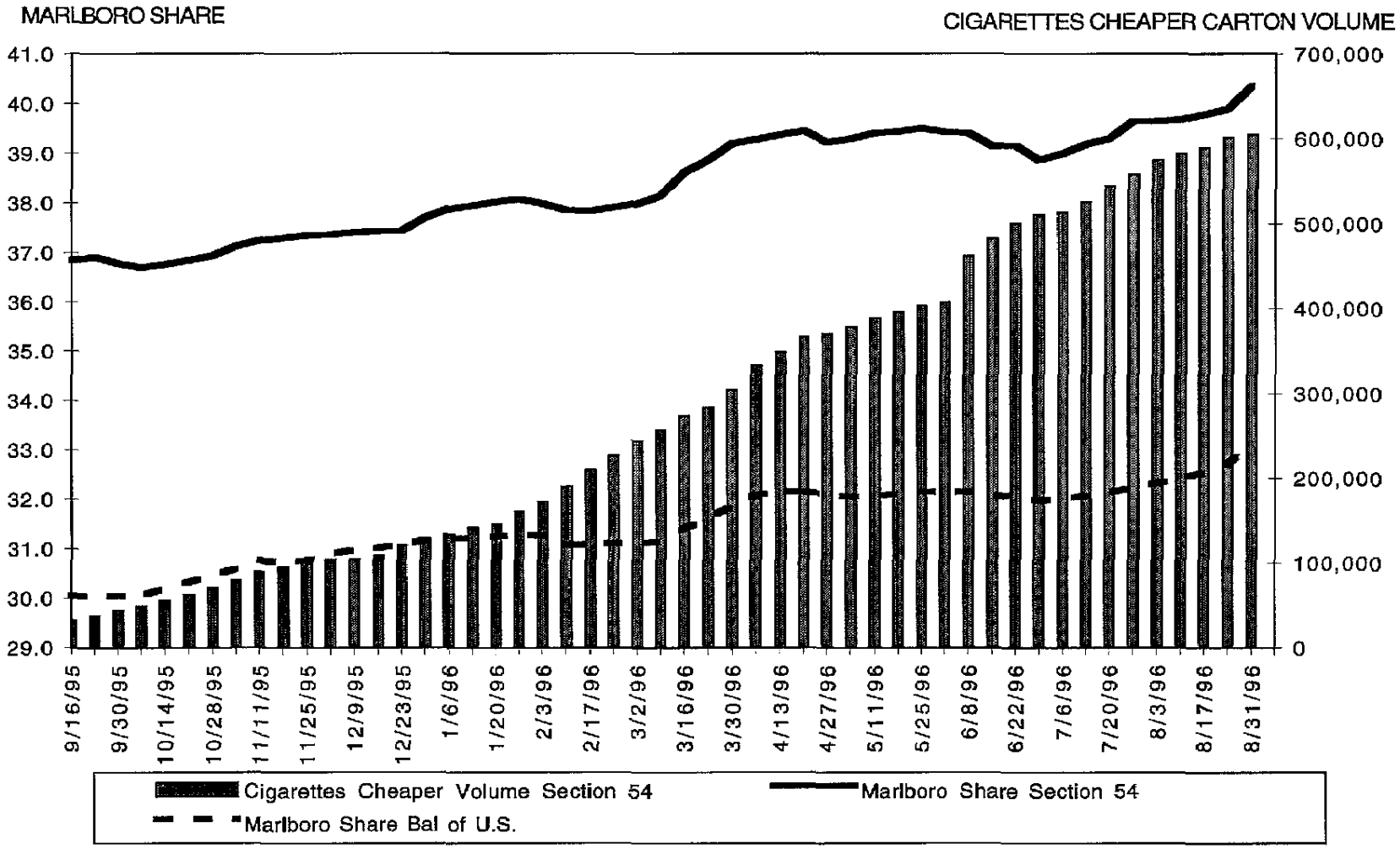


Sources: STARS Projected & Chain Aggregate Databases

2071836895

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



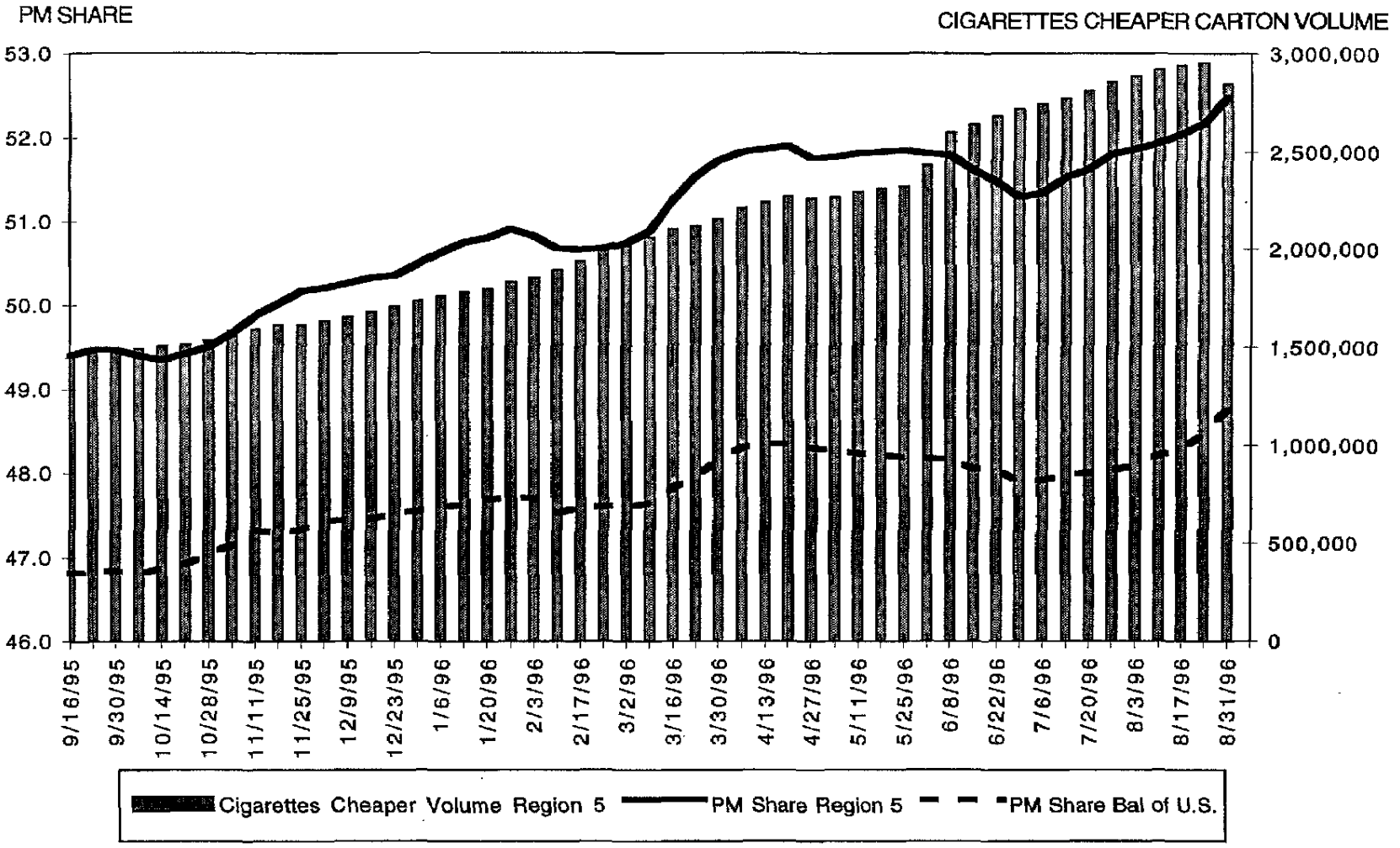
Sources: STARS Projected & Chain Aggregate Databases

2071836896

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 1

PM SHARE & CIGARETTES CHEAPER VOLUME



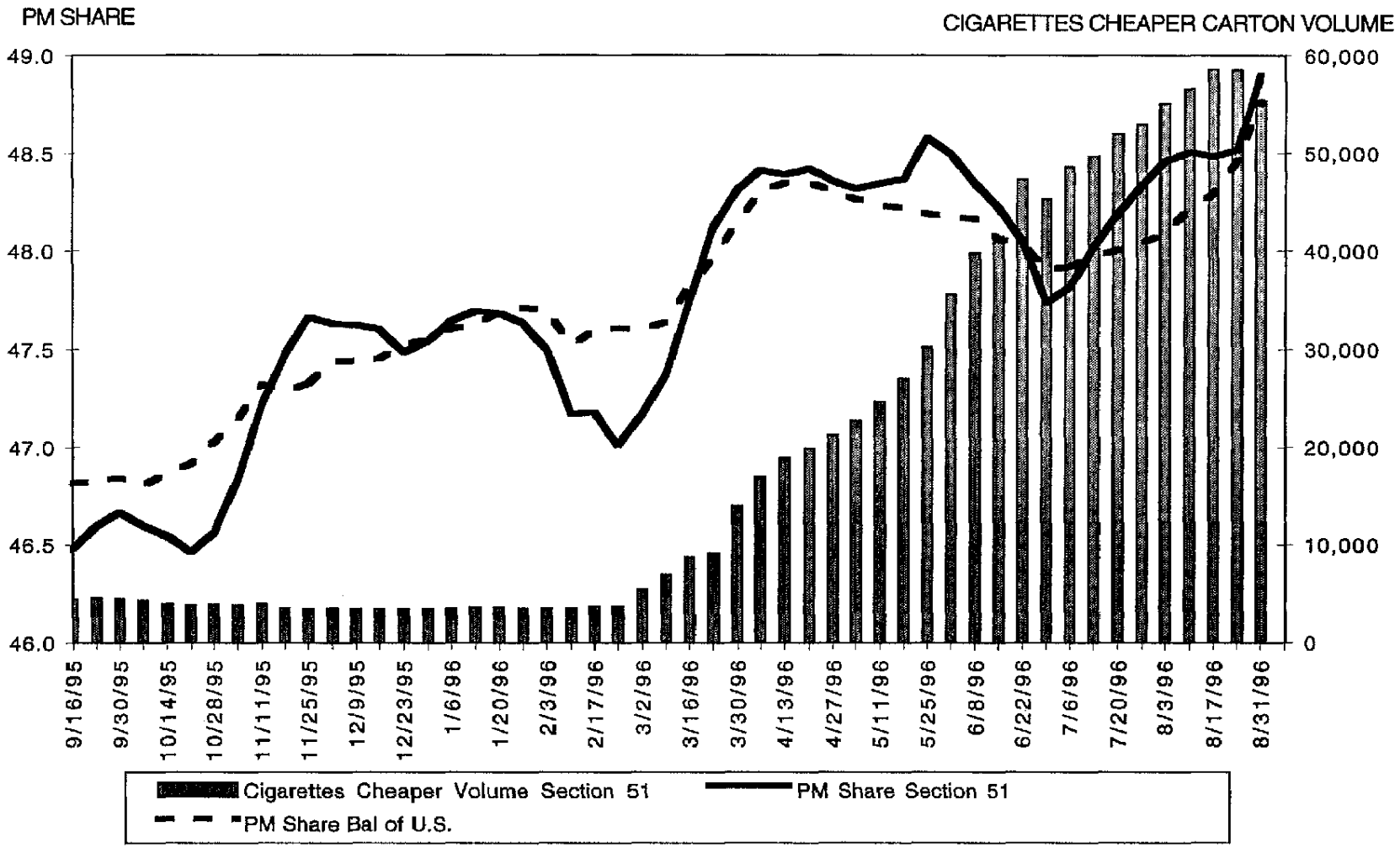
Sources: STARS Projected & Chain Aggregate Databases

2071836897

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 5

PM SHARE & CIGARETTES CHEAPER VOLUME



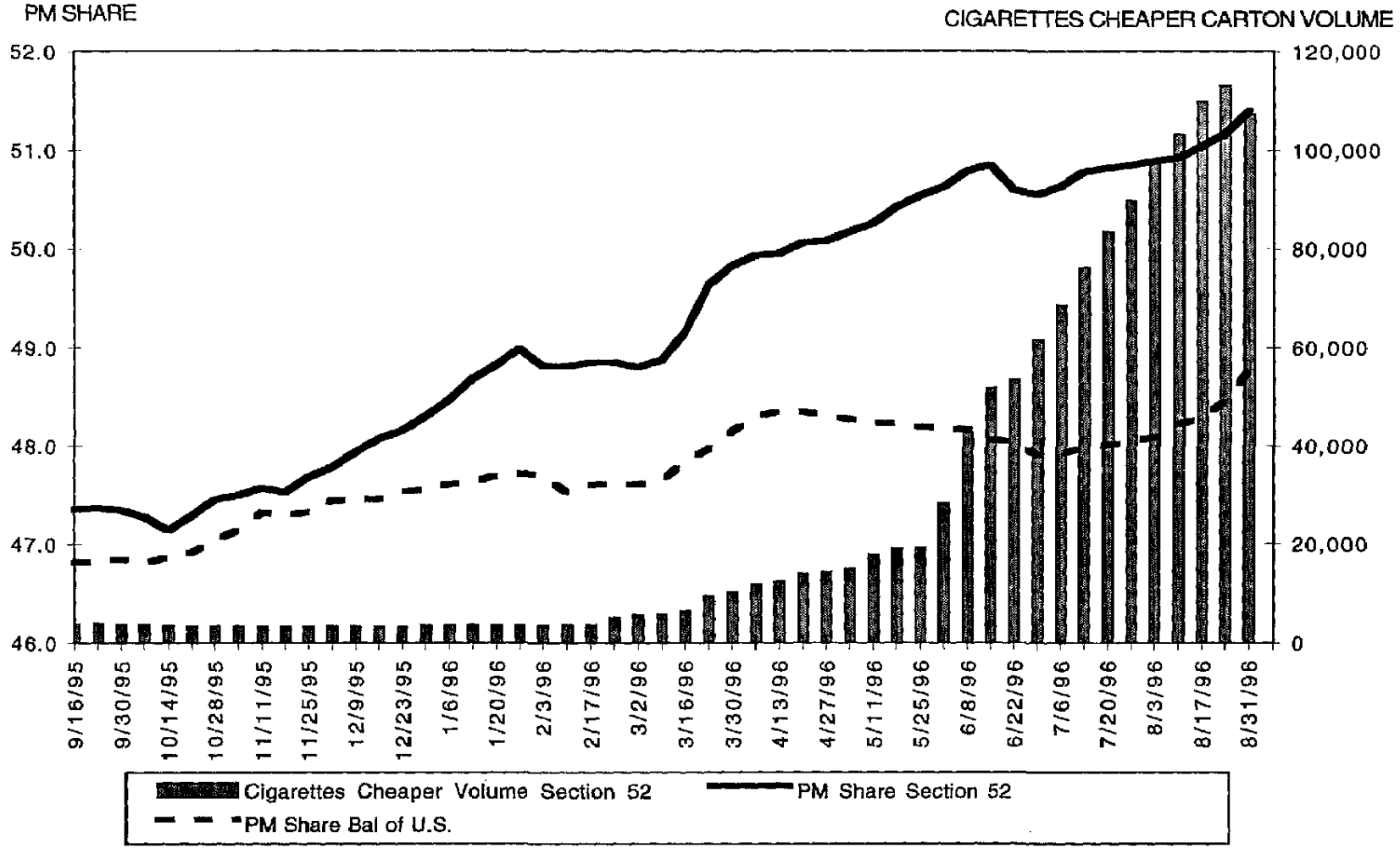
Sources: STARS Projected & Chain Aggregate Databases

2071836898

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 9

PM SHARE & CIGARETTES CHEAPER VOLUME

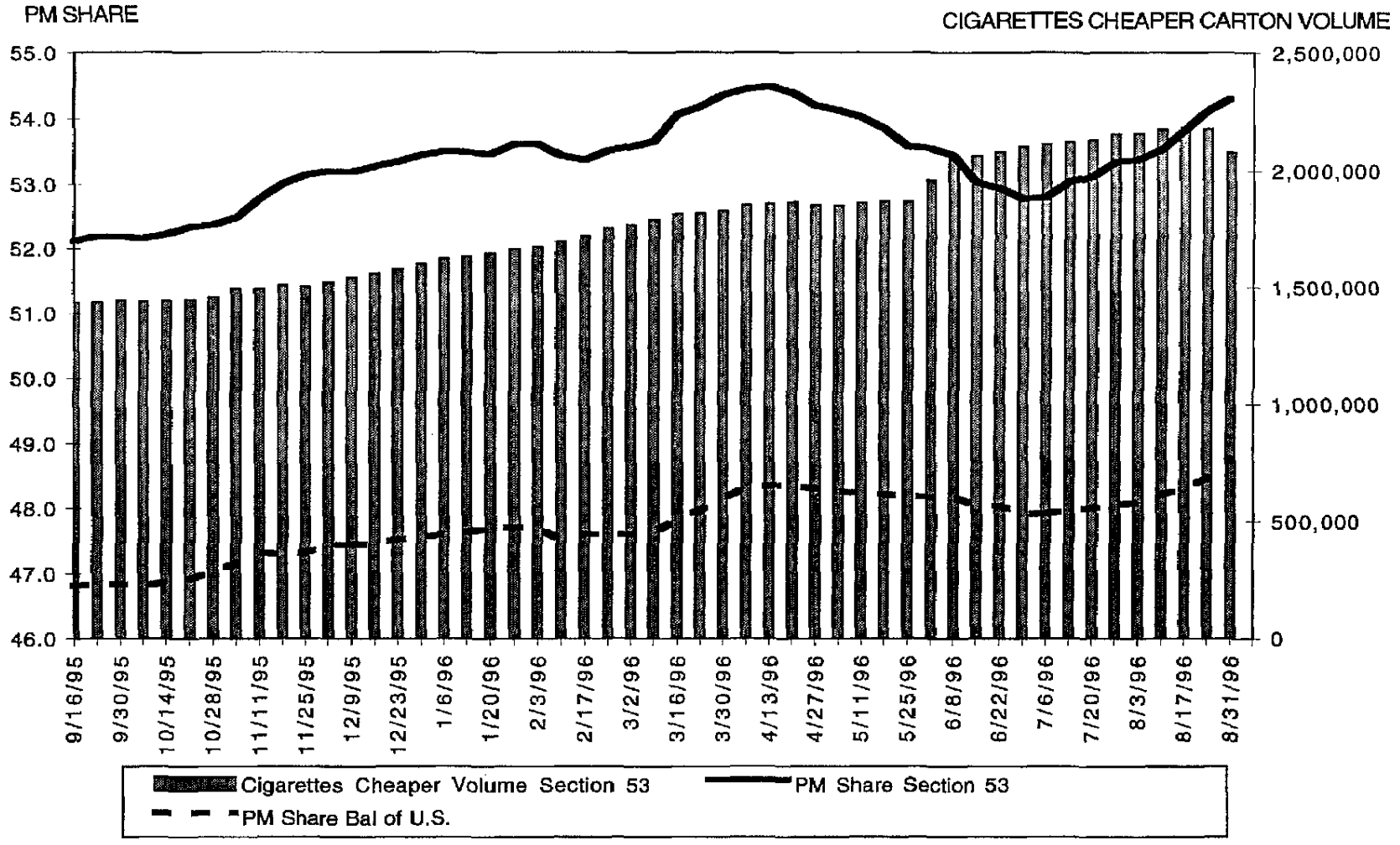


Sources: STARS Projected & Chain Aggregate Databases

2071836899

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PM SHARE & CIGARETTES CHEAPER VOLUME



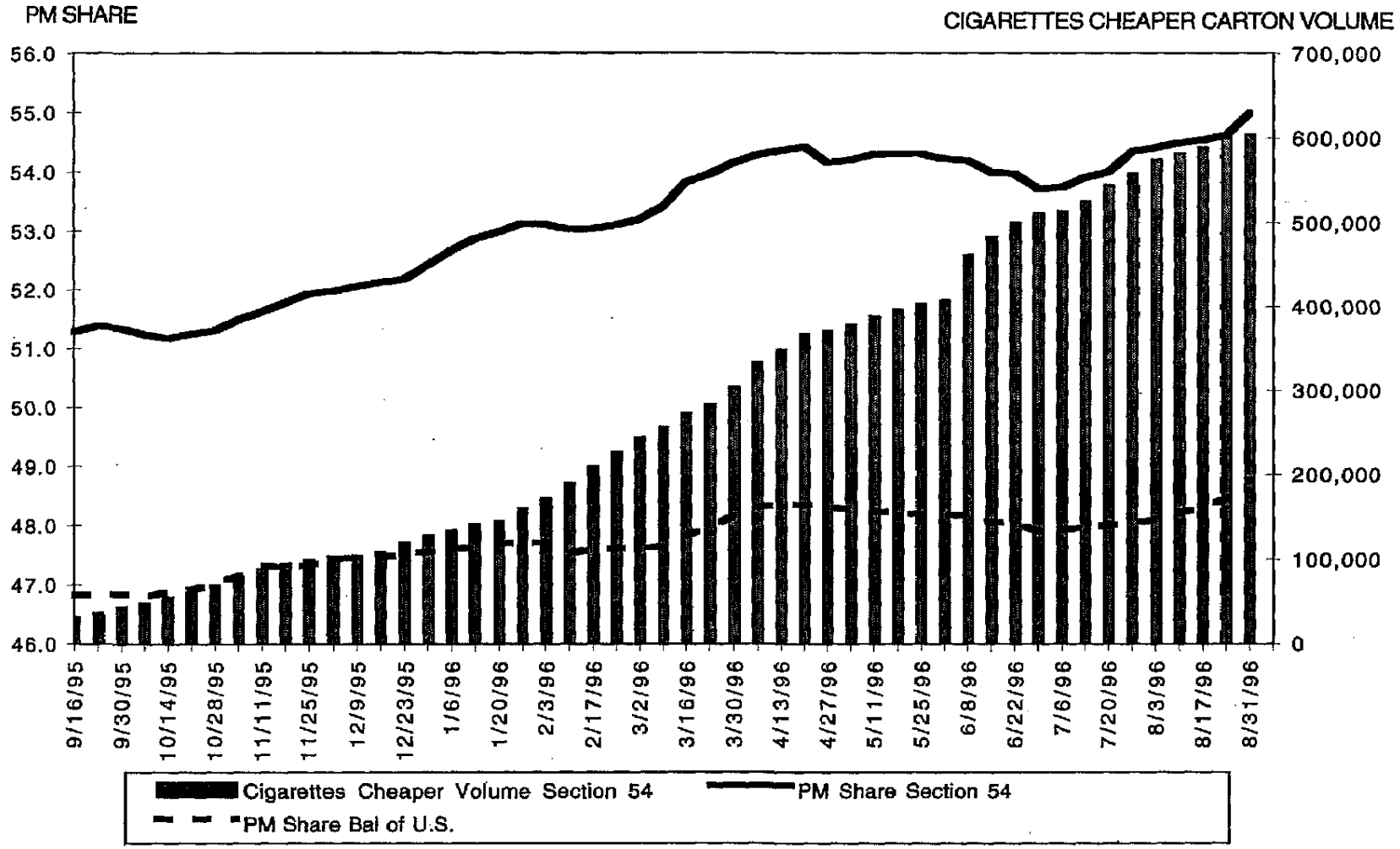
Sources: STARS Projected & Chain Aggregate Databases

2071836900

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 15

PM SHARE & CIGARETTES CHEAPER VOLUME



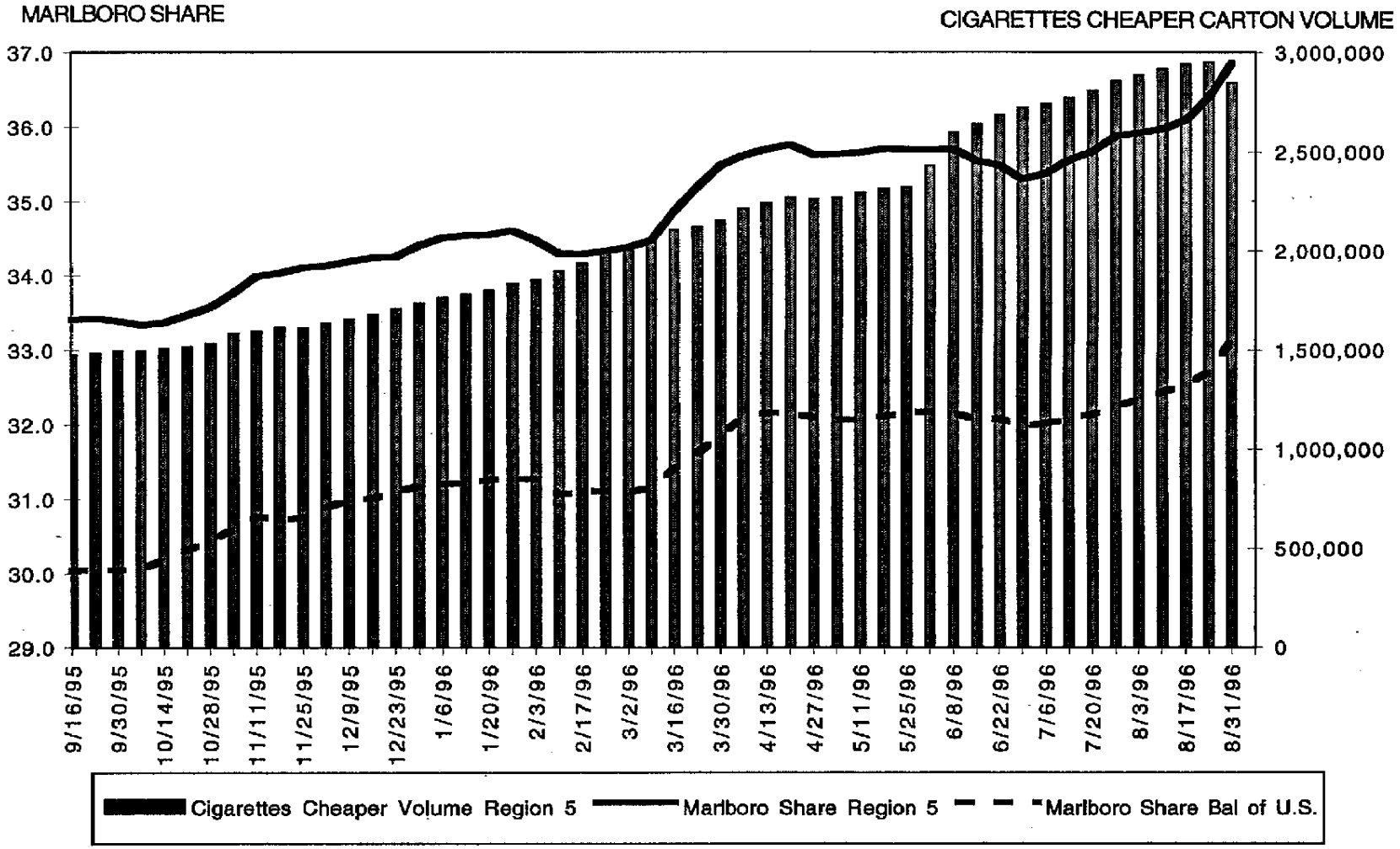
Sources: STARS Projected & Chain Aggregate Databases

2071836901

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 2

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



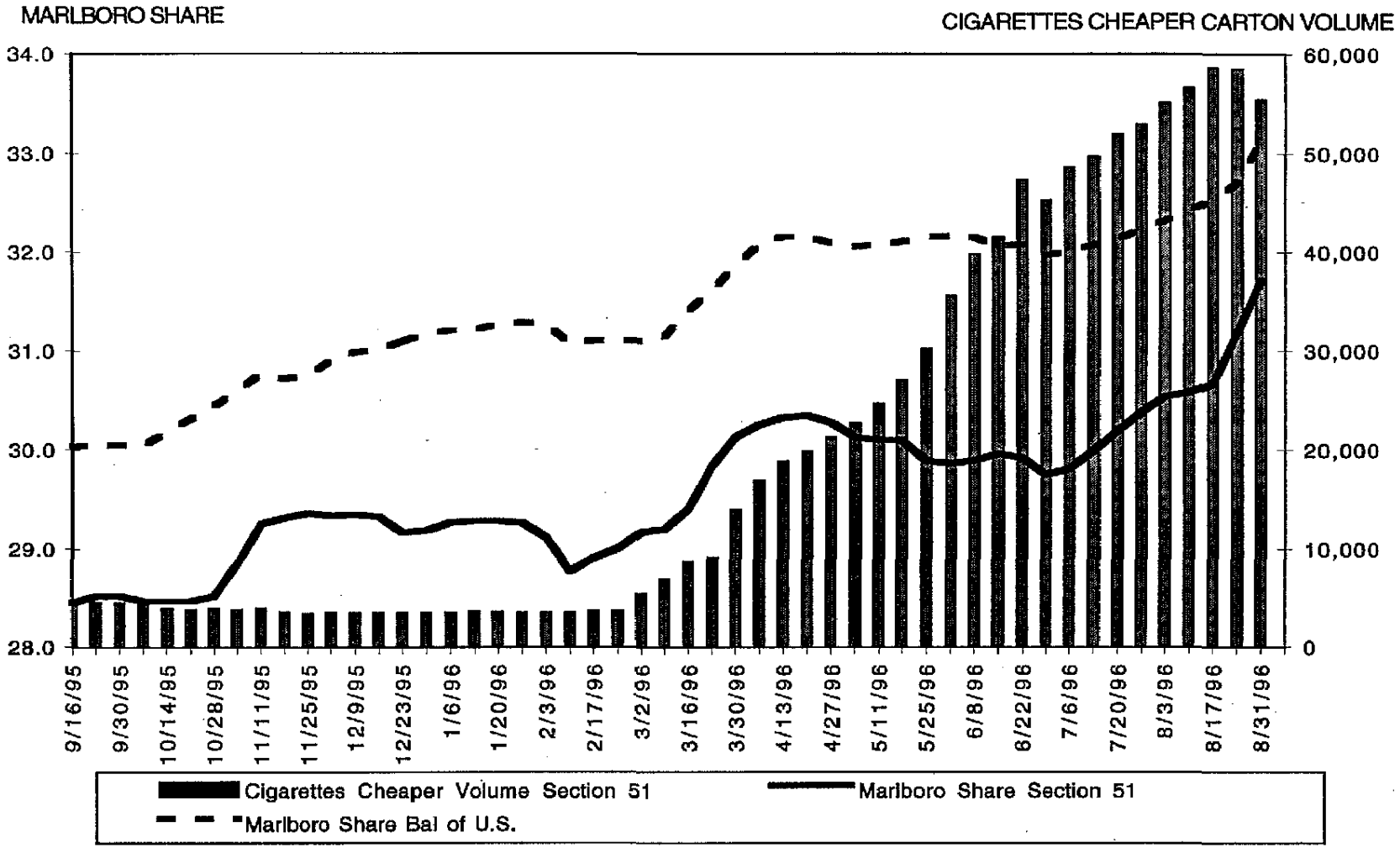
Sources: STARS Projected & Chain Aggregate Databases

2071836902

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 7

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



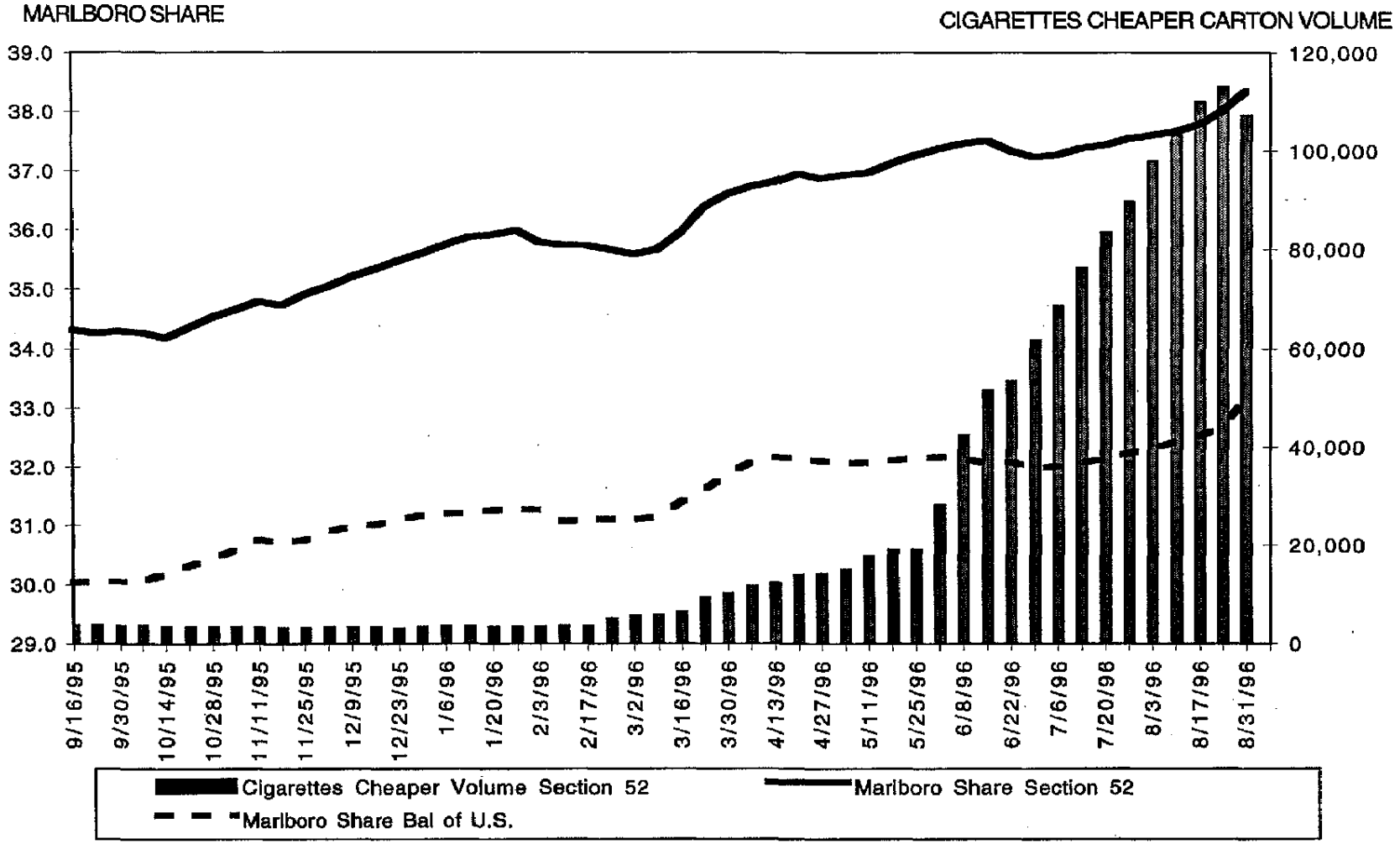
Sources: STARS Projected & Chain Aggregate Databases

2071836903

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 10

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



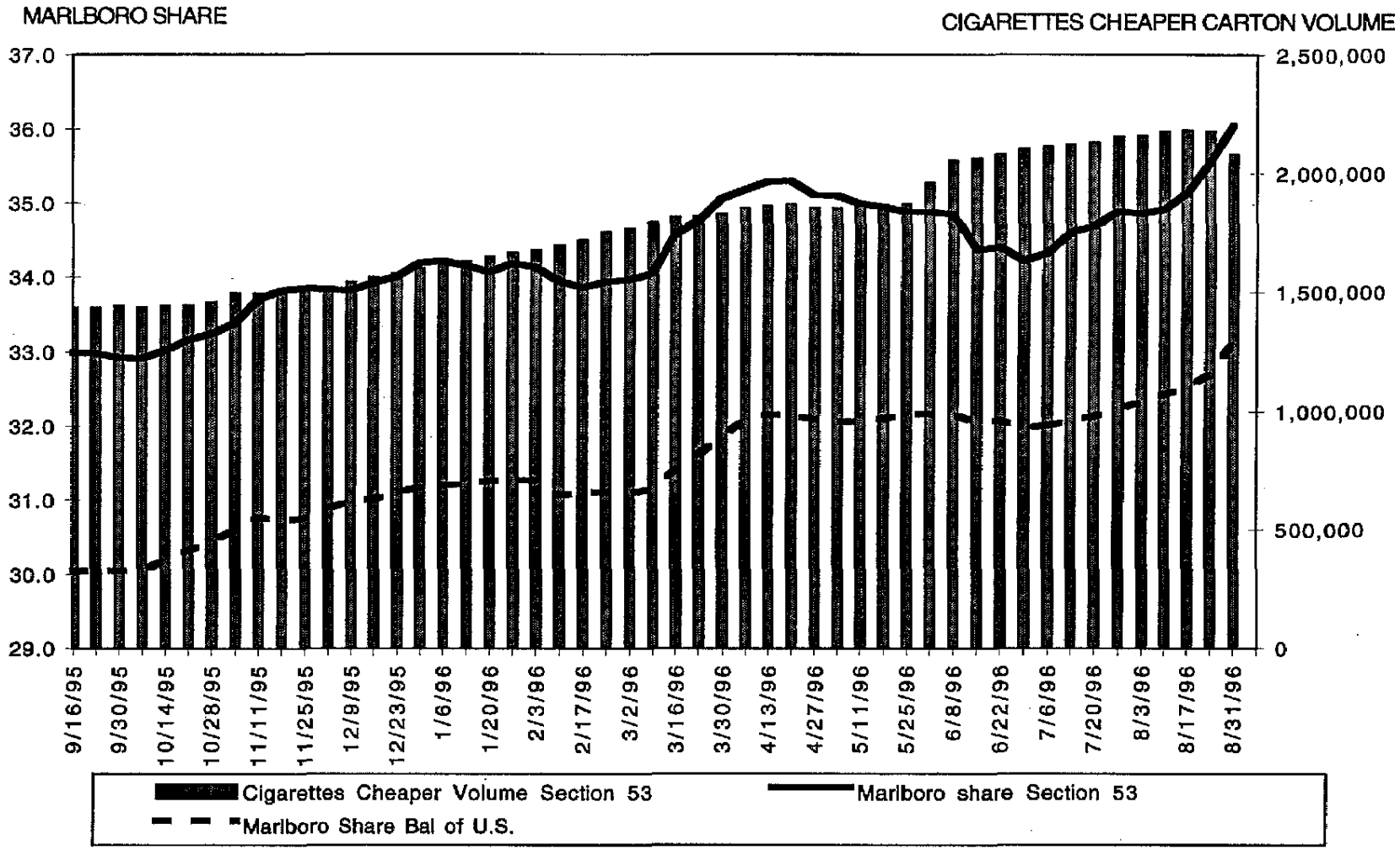
Sources: STARS Projected & Chain Aggregate Databases

2071836904

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

Cig Cheaper Trends Chart 16

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



Sources: STARS Projected & Chain Aggregate Databases

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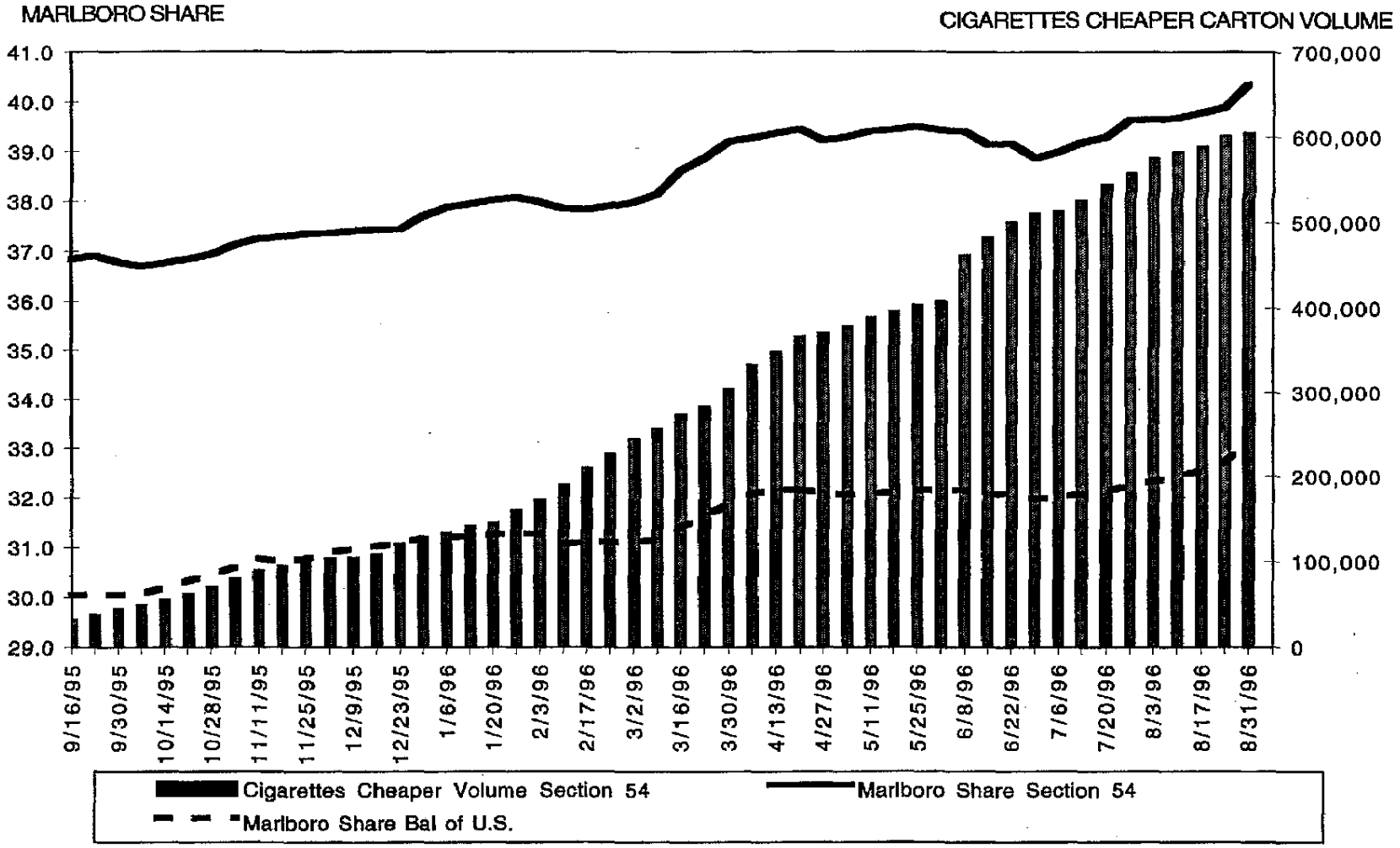
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO SHARE & CIGARETTES CHEAPER VOLUME



Sources: STARS Projected & Chain Aggregate Databases

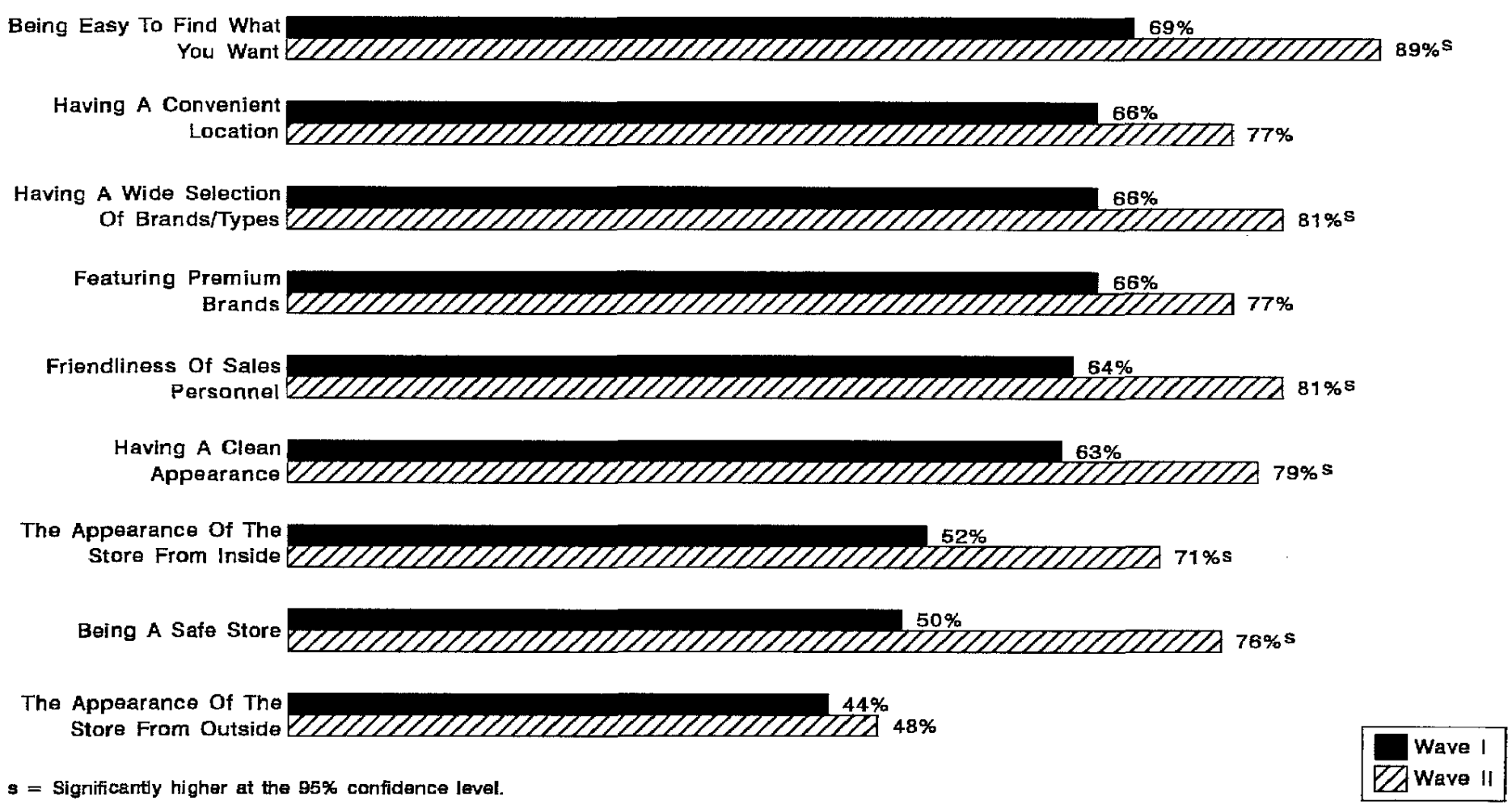
2071836906

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

RATING OF CIGARETTES CHEAPER ON SPECIFIC DIMENSIONS

- Marlboro Smokers -

(% Excellent)



s = Significantly higher at the 95% confidence level.

2048879239

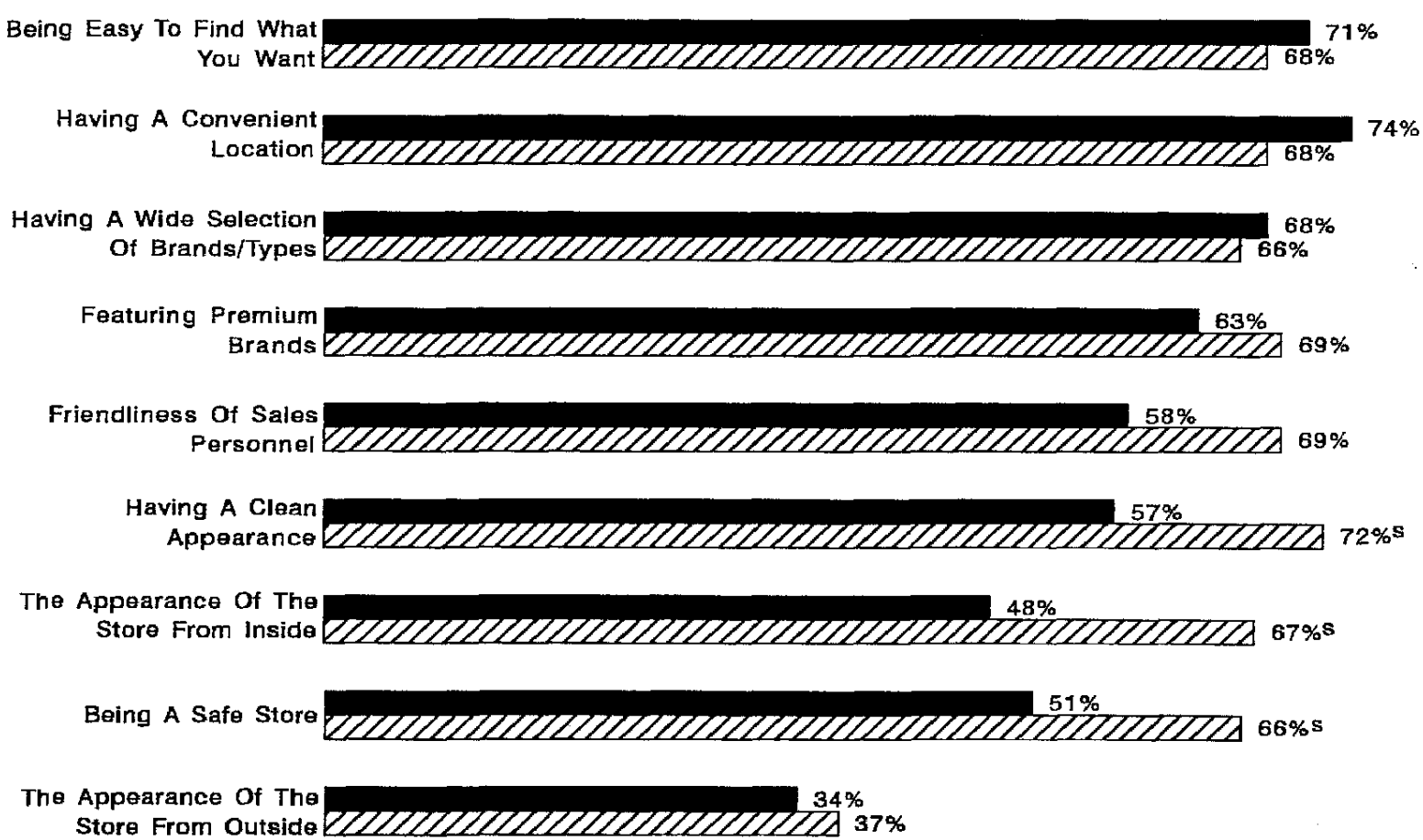
2071836907

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

RATING OF CIGARETTES CHEAPER ON SPECIFIC DIMENSIONS

- Other Smokers -

(% Excellent)



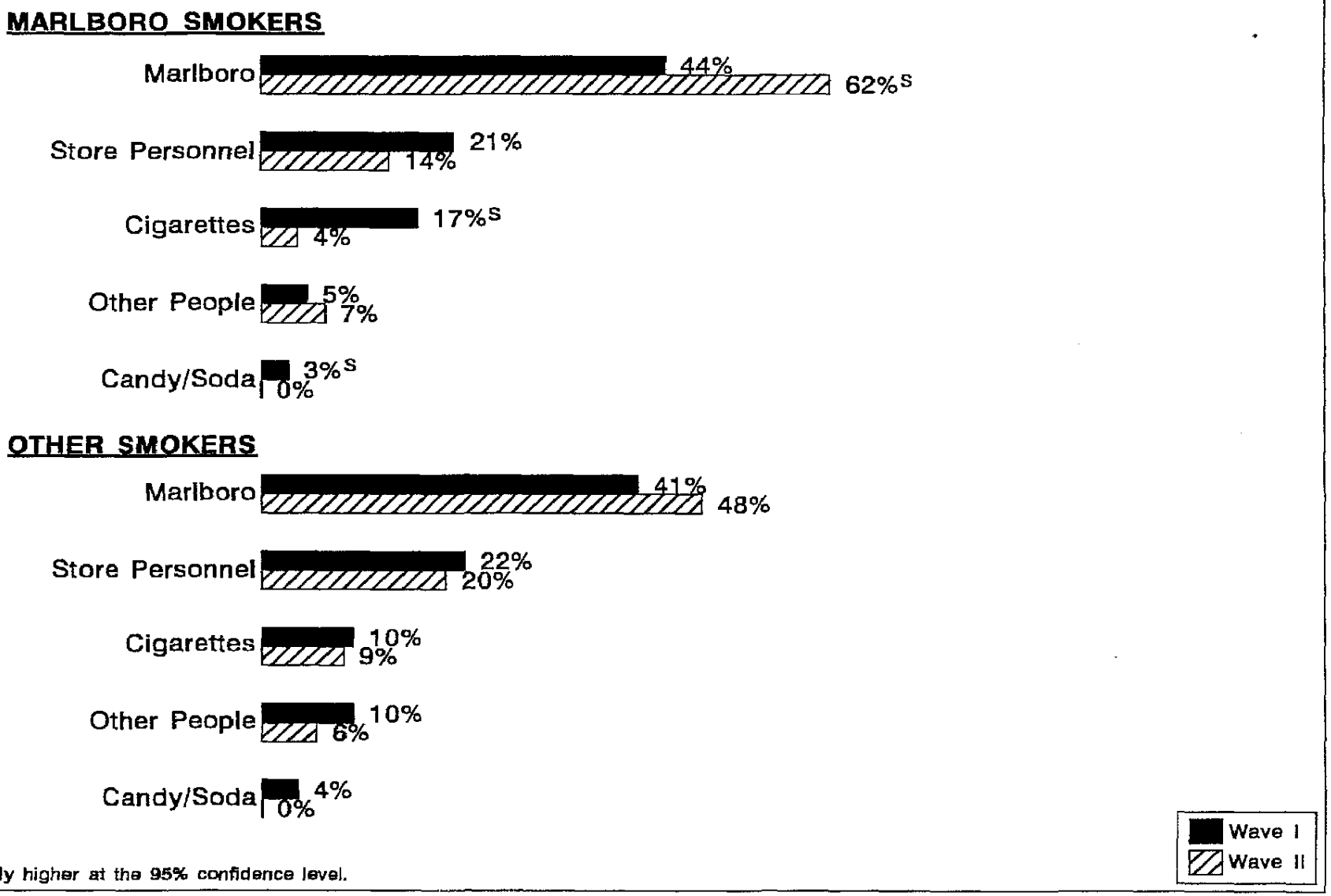
s = Significantly higher at the 95% confidence level.

2048879240

2071836908

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

FIRST THING REMEMBER SEEING IN STORE

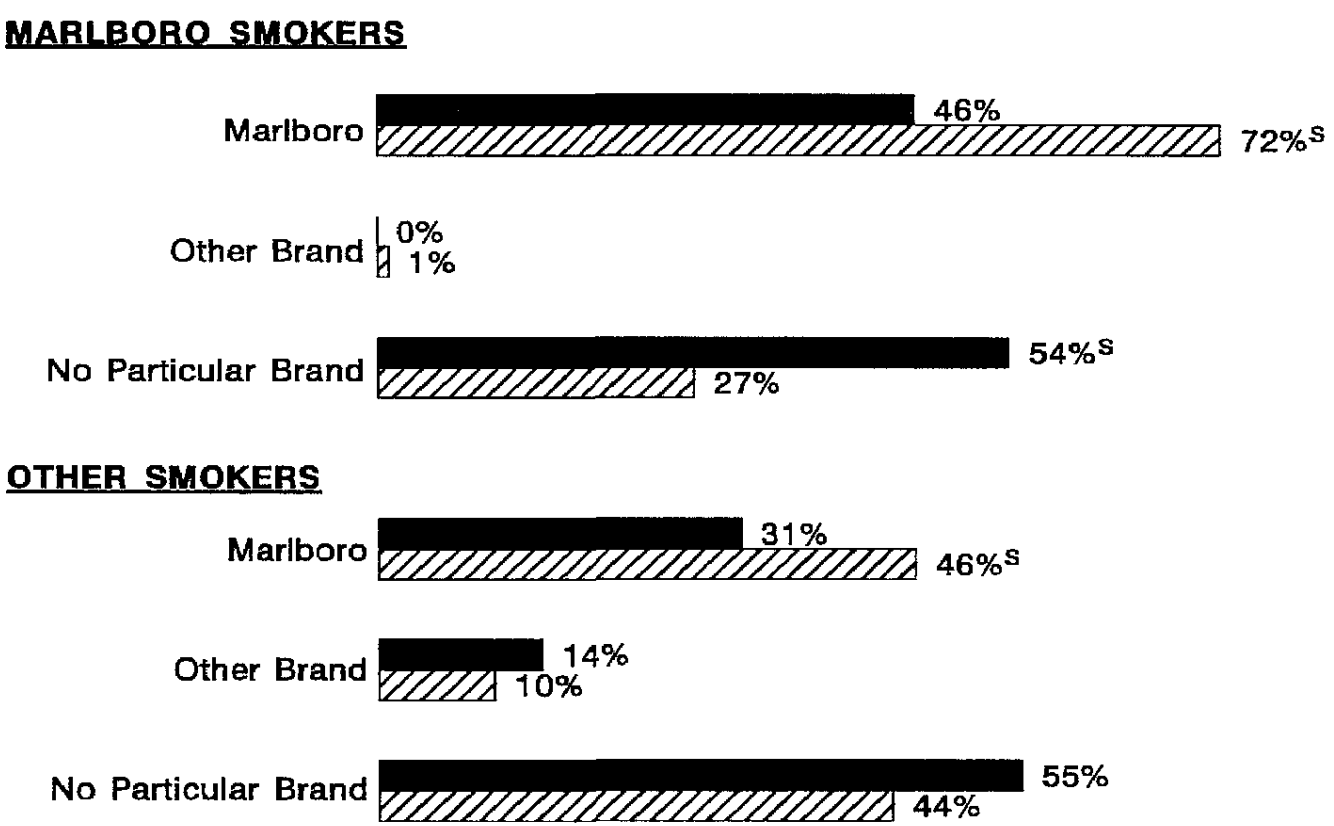


s = Significantly higher at the 95% confidence level.

2071836909

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

BRAND THINK OF WHEN LOOKING AROUND STORE

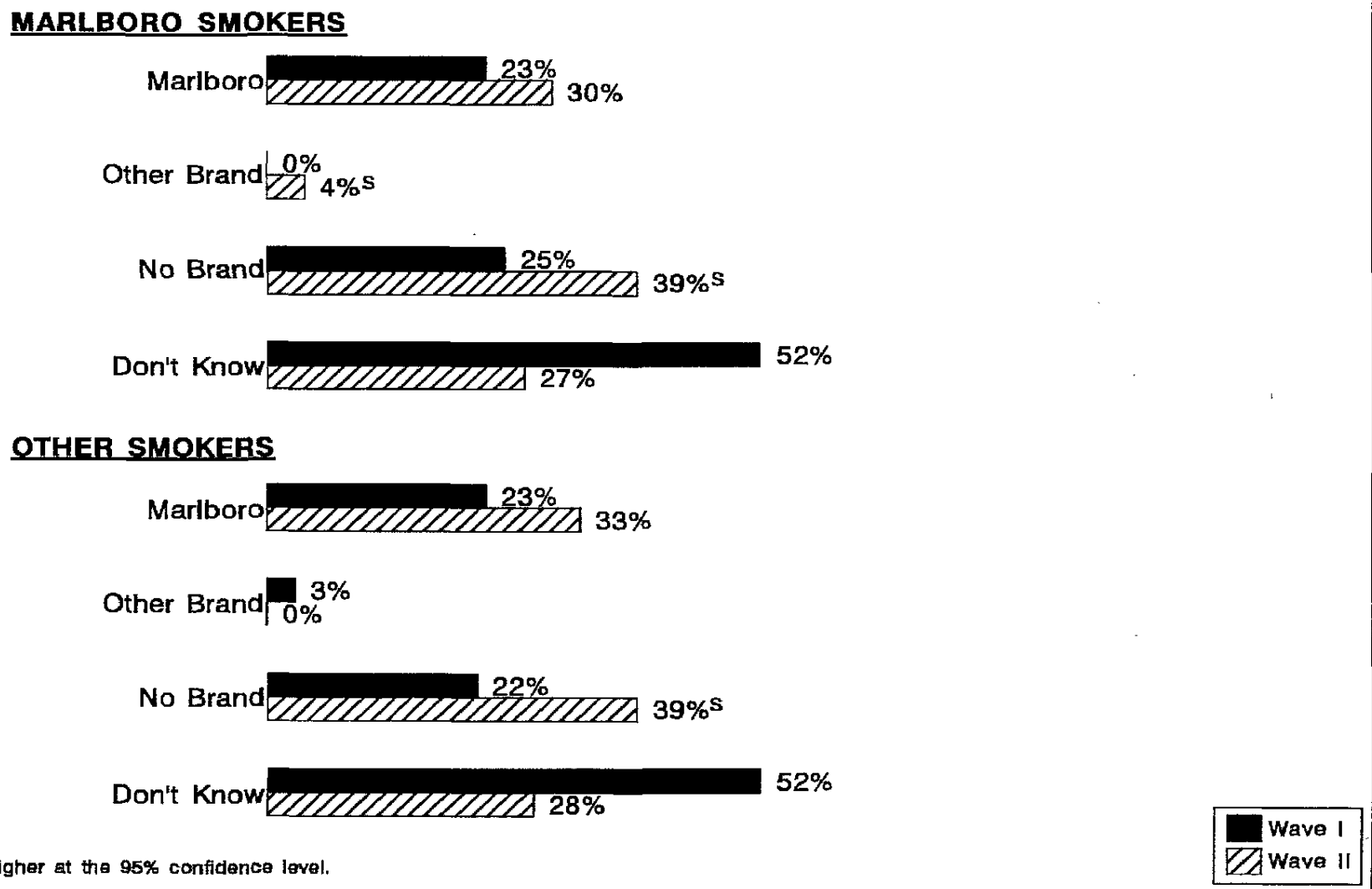


s = Significantly higher at the 95% confidence level.

2071836910

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

WHETHER CIGARETTES CHEAPER HAS ARRANGEMENT WITH ANY BRAND OF CIGARETTES



s = Significantly higher at the 95% confidence level.

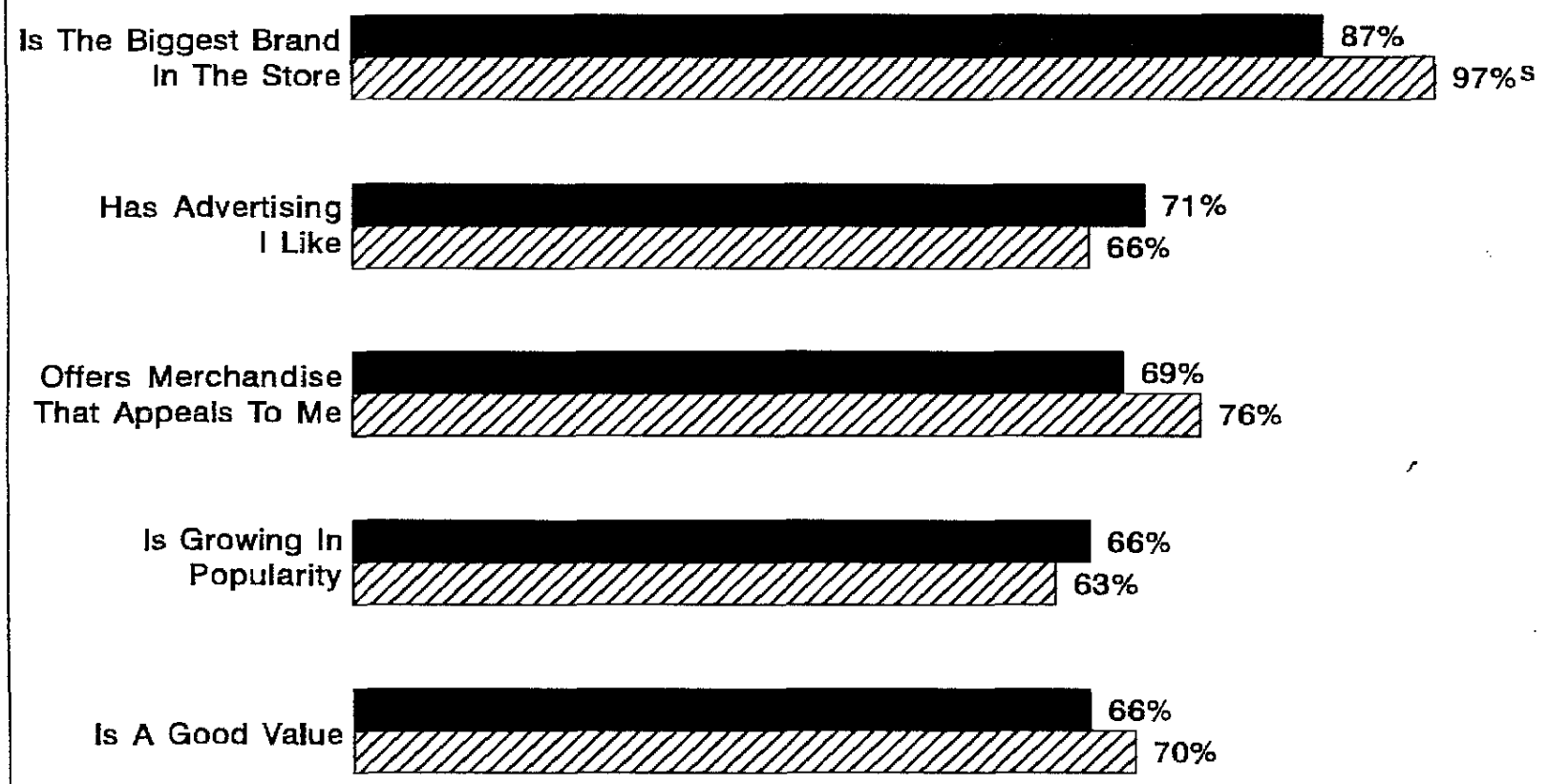
2071836911

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO IMAGE AS DISPLAYED IN STORE

- Marlboro Smokers -

(% Saying Agree Completely)



s = Significantly higher at the 95% confidence level.

2048879244

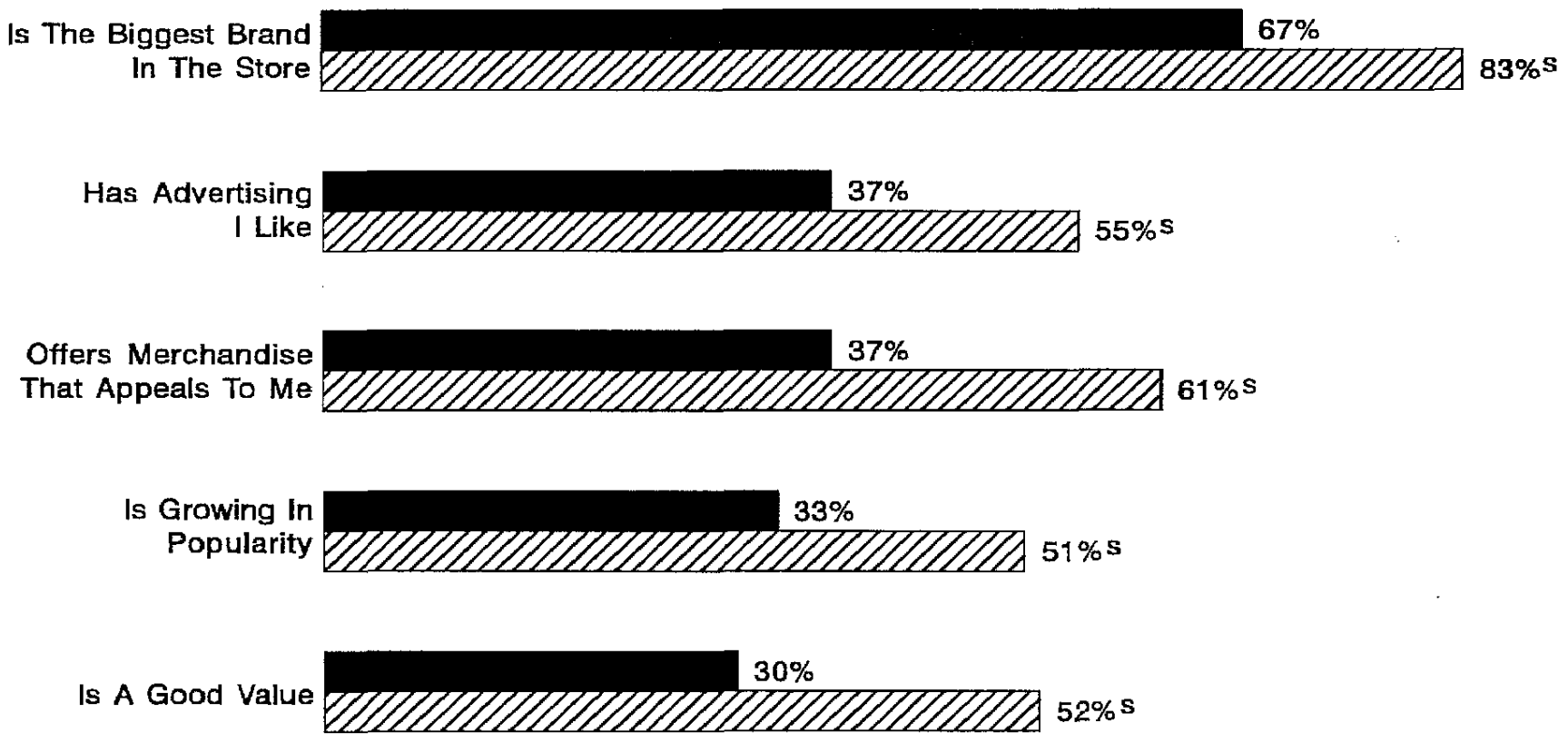
2071836912

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

MARLBORO IMAGE AS DISPLAYED IN STORE

- Other Smokers -

(% Saying Agree Completely)

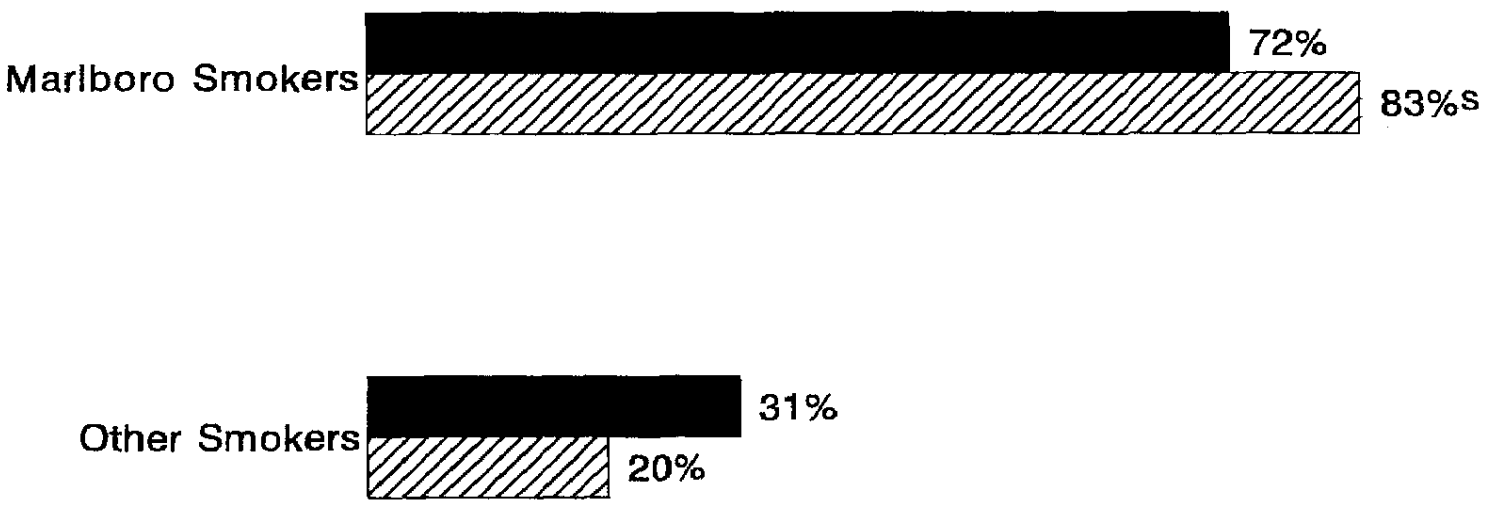


s = Significantly higher at the 95% confidence level.

2071836913

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

PARTICIPATION IN CONTINUITY PROGRAMS



s = Significantly higher at the 95% confidence level.

2048879246

2071836914

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

AWARENESS OF MARLBORO COUNTRY STORE MERCHANDISE DISPLAYED IN STORE

s = Significantly higher at the 95% confidence level.

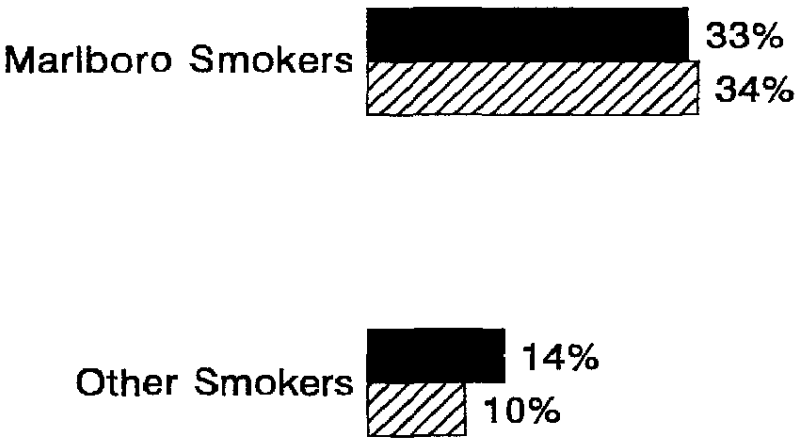
2071836915

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

INFLUENCE OF MARLBORO COUNTRY STORE MERCHANDISE ON PURCHASE OF MARLBORO

(Among Those Who Noticed Merchandise)

MAKES CONSUMER MORE LIKELY TO BUY MARLBORO

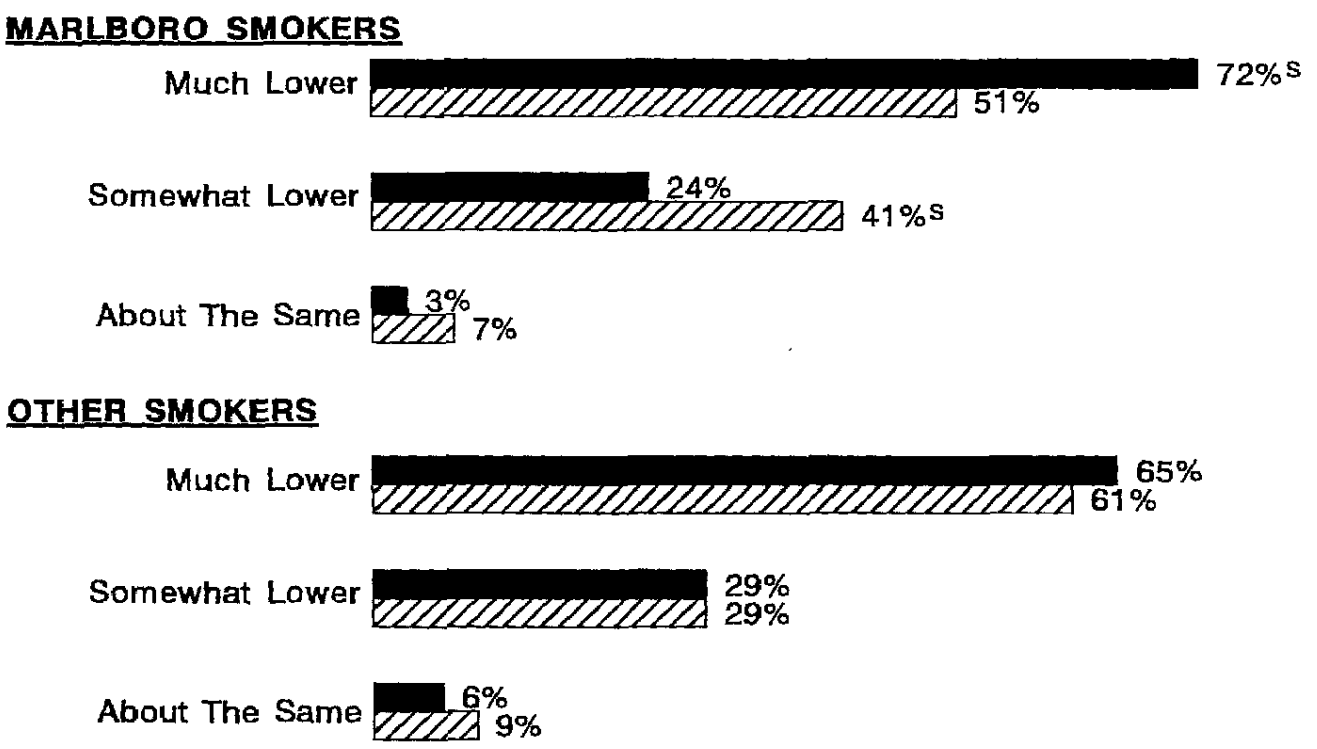


2071836916

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

HOW PRICES AT CIGARETTES CHEAPER COMPARE WITH PRICES AT OTHER STORES THAT SELL CIGARETTES

CIGARETTES CHEAPER PRICES ARE:



s = Significantly higher at the 95% confidence level.

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2071836917

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

LIKES ABOUT CIGARETTES CHEAPER STORE

	TOTAL		MARLBORO SMOKERS		OTHER SMOKERS	
	Wave I	Wave II	Wave I	Wave II	Wave I	Wave II
N =	218	192	127	98	91	94
	%	%	%	%	%	%
Cheaper prices	64	53	69	51	56	54
Convenient (Net)	59	54	62	54	54	53
Good location	52	45	56	50	47	40
No lines/get in and out quickly	21	13	23	13	19	13
Near other shopping	2	3	2	1	3	5
Friendly/helpful sales personnel	26	30	24	32	28	28
Neat/clean/well-kept	14	12	14	9	13	15
Everything in plain view/visible	8	7	8	6	8	9
Has free items	3	2	4	1	1	3
Nothing liked	3	1	2	1	4	1
Well stocked/has a good selection	2	5	1	1	3	9
Not crowded	1	4	2	4	1	3
Only sell cigarettes	-	3	-	4	-	1

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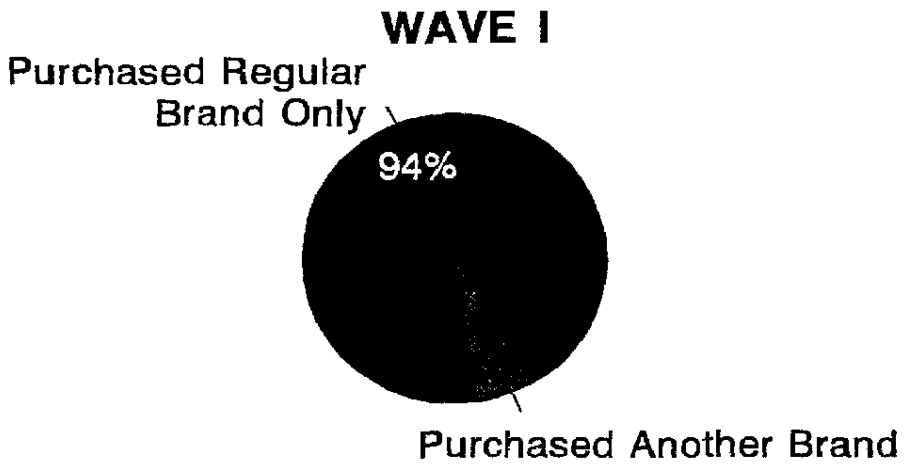
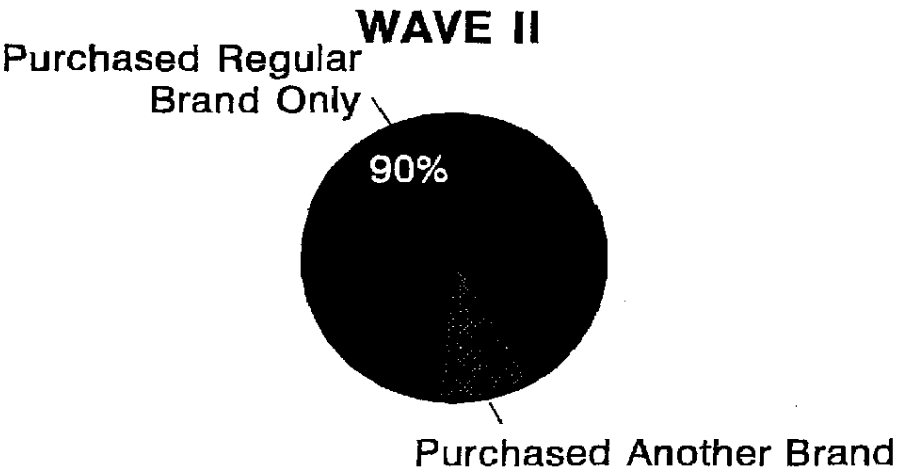
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

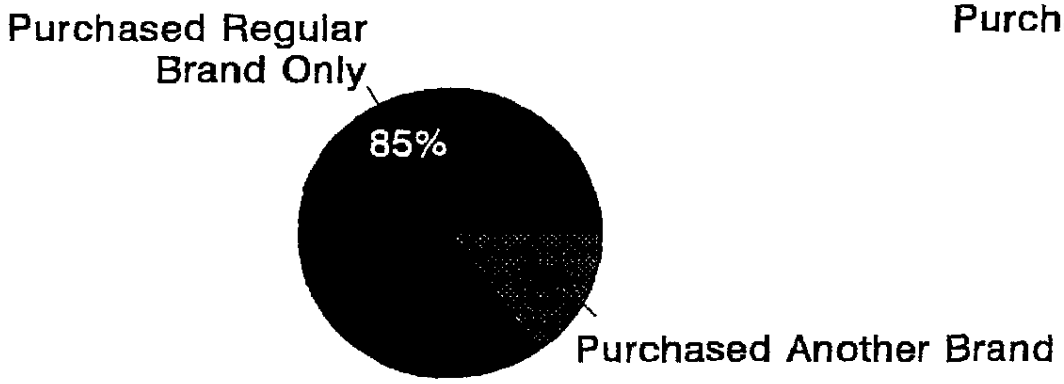
BRAND LOYALTY
(Based On Past 14 Days)

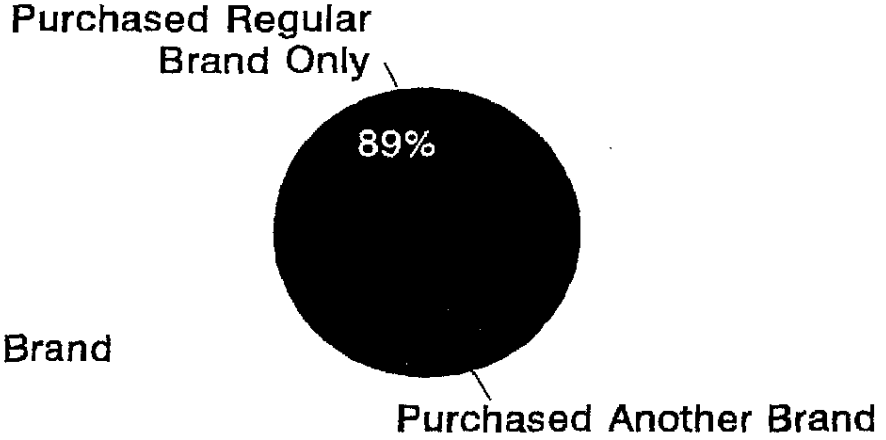
MARLBORO SMOKERS





OTHER SMOKERS





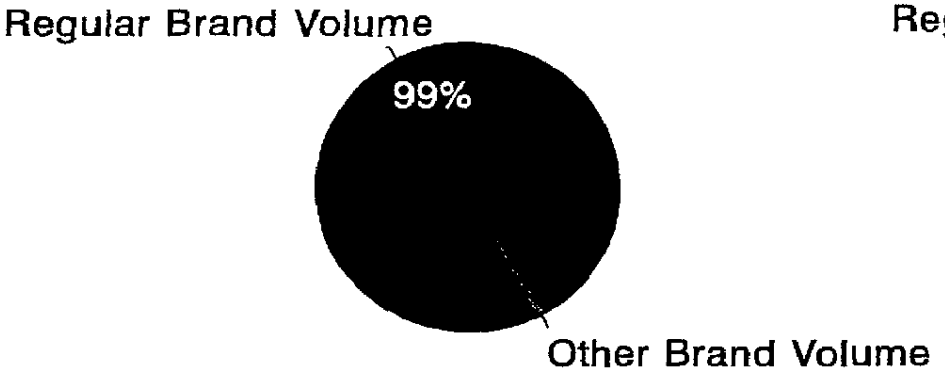
2071836919

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

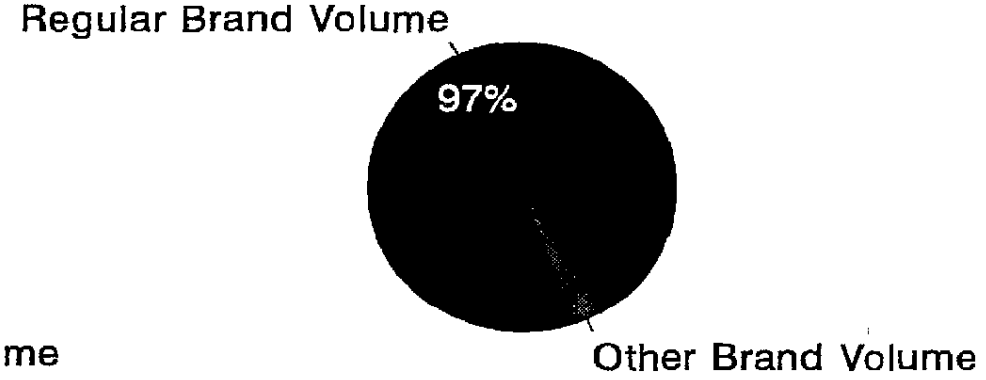
BRAND LOYALTY - VOLUME
(Based On Past 14 Days)

MARLBORO SMOKERS

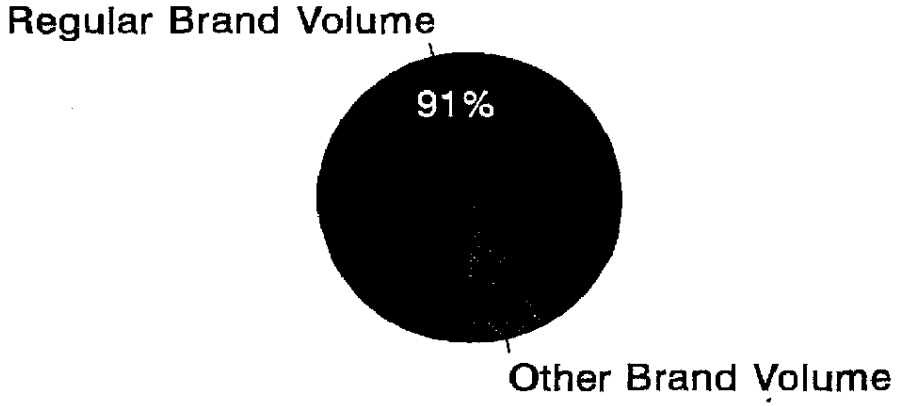
WAVE I

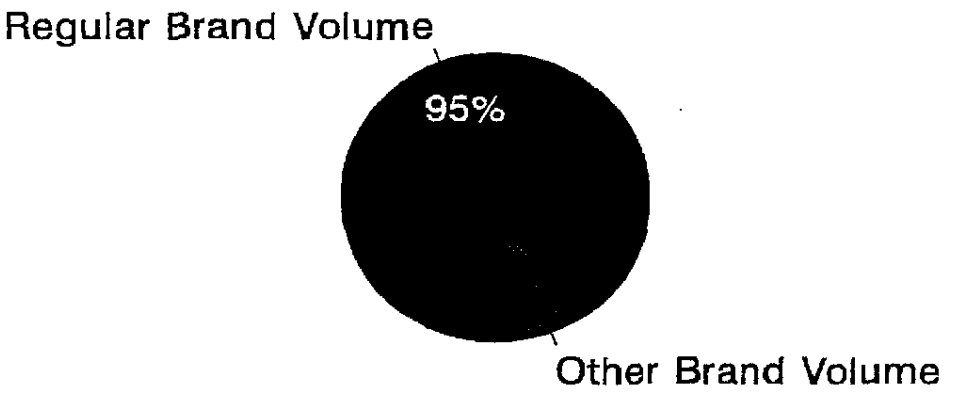


WAVE II



OTHER SMOKERS





2048879252

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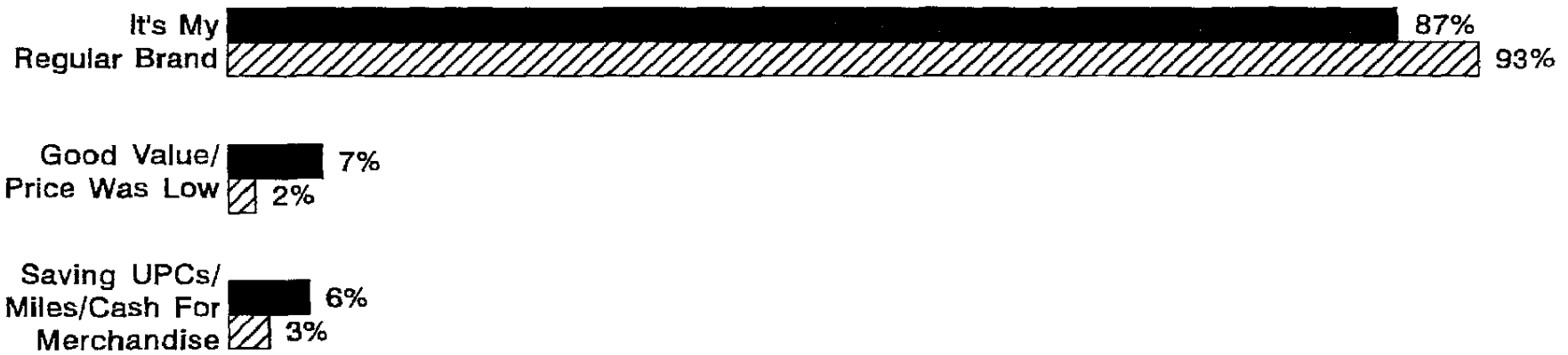
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

REASON BRAND PURCHASED TODAY WAS SELECTED

(% Ranked Reasons #1)

MARLBORO SMOKERS



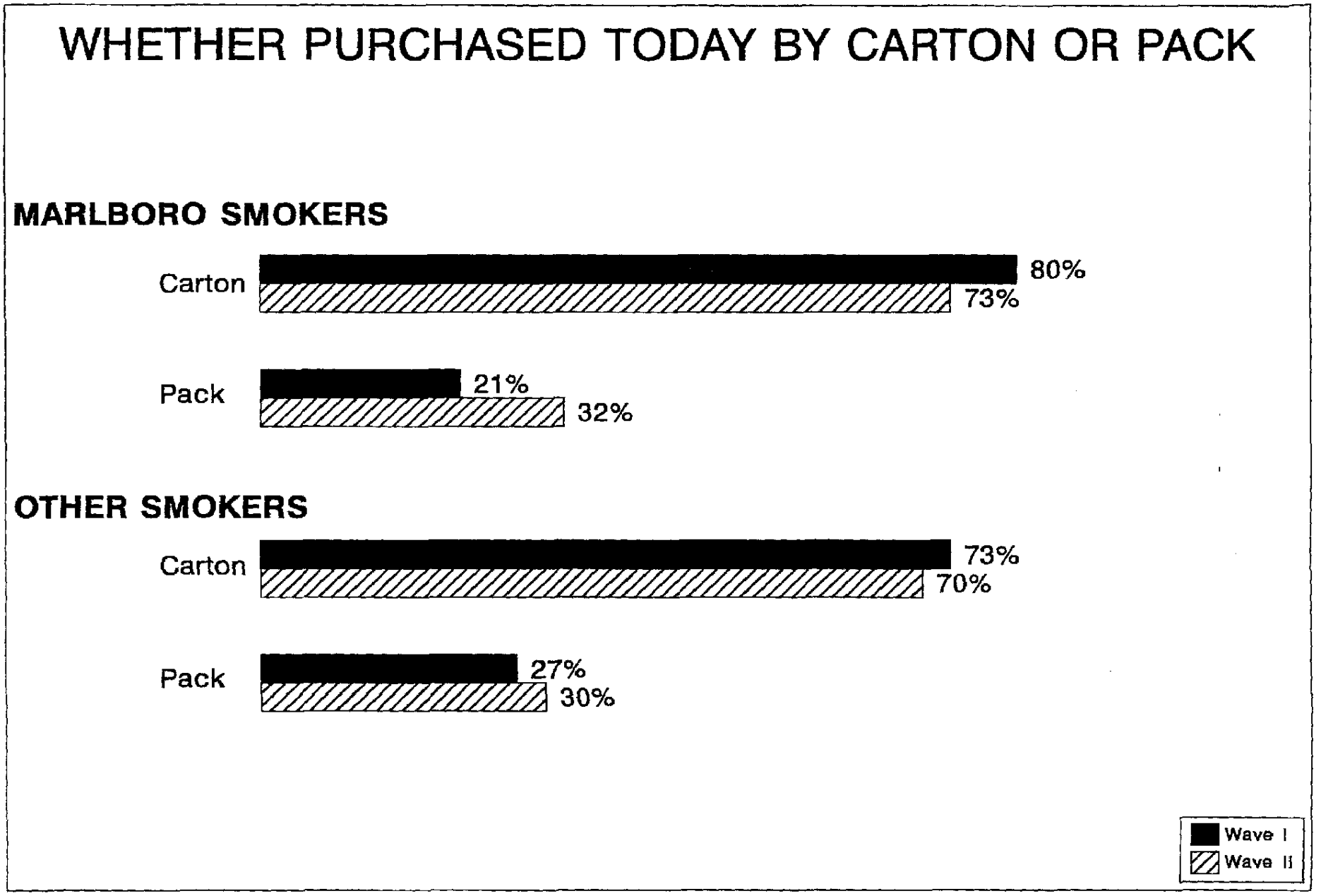
OTHER SMOKERS

s = Significantly higher at the 95% confidence level.

2071836921

Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

WHETHER PURCHASED TODAY BY CARTON OR PACK



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Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

REASONS FOR PURCHASING BY THE PACK TODAY

(Among Pack Purchasers)

	TOTAL		MARLBORO SMOKERS		OTHER SMOKERS	
	Wave I	Wave II	Wave I	Wave II	Wave I	Wave II
N =	53	59	28	31	25	28
	%	%	%	%	%	%
Don't have enough money for a carton	38	29	39	29	36	29
Only need a pack	26	8	36	6	16	11
Change in smoking behavior	19	46	7	32	32	61
It's how I'm used to buying cigarettes	9	10	11	13	8	7
Convenience	8	8	7	16	8	-

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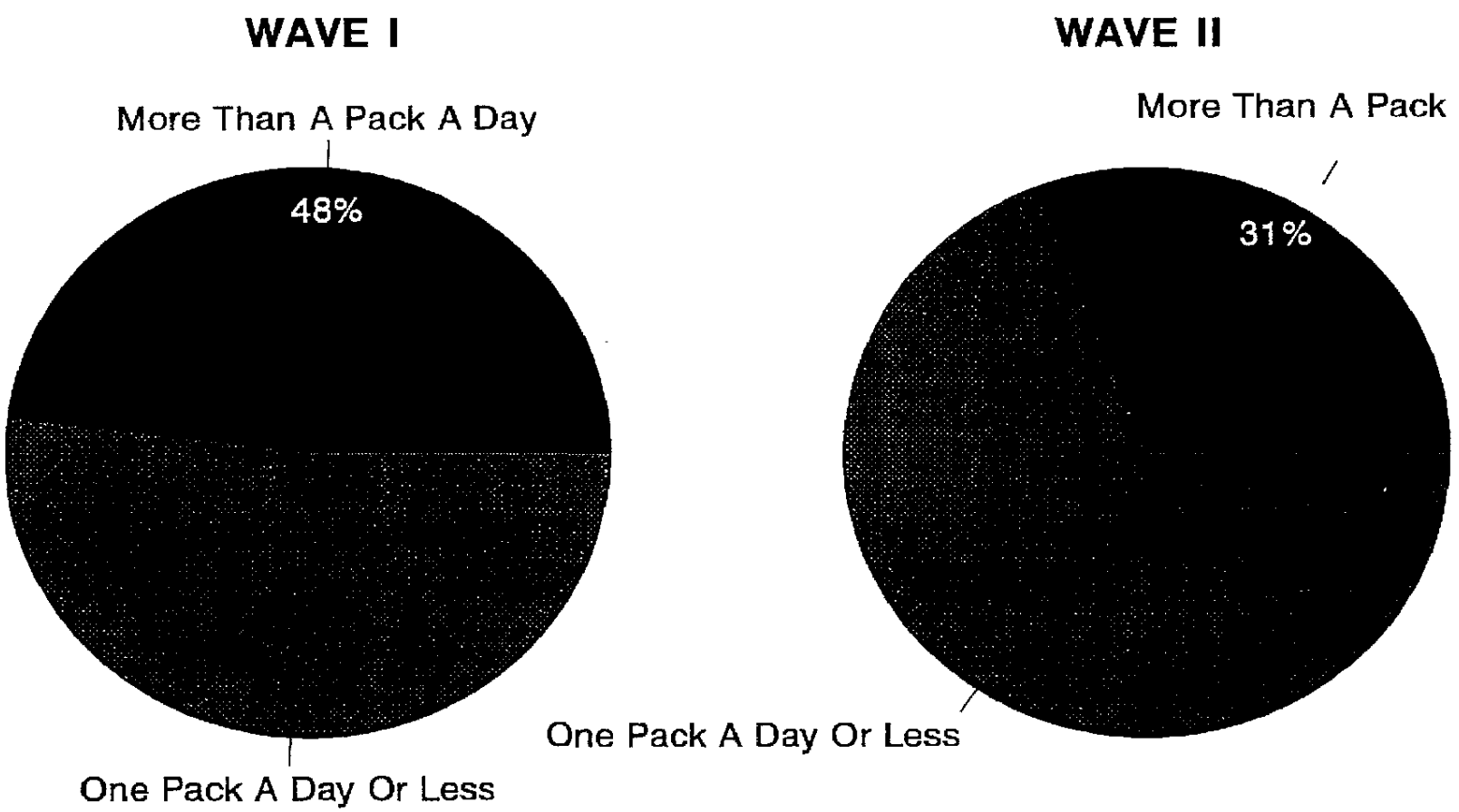
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

AMOUNT SMOKE
- Other Smokers -



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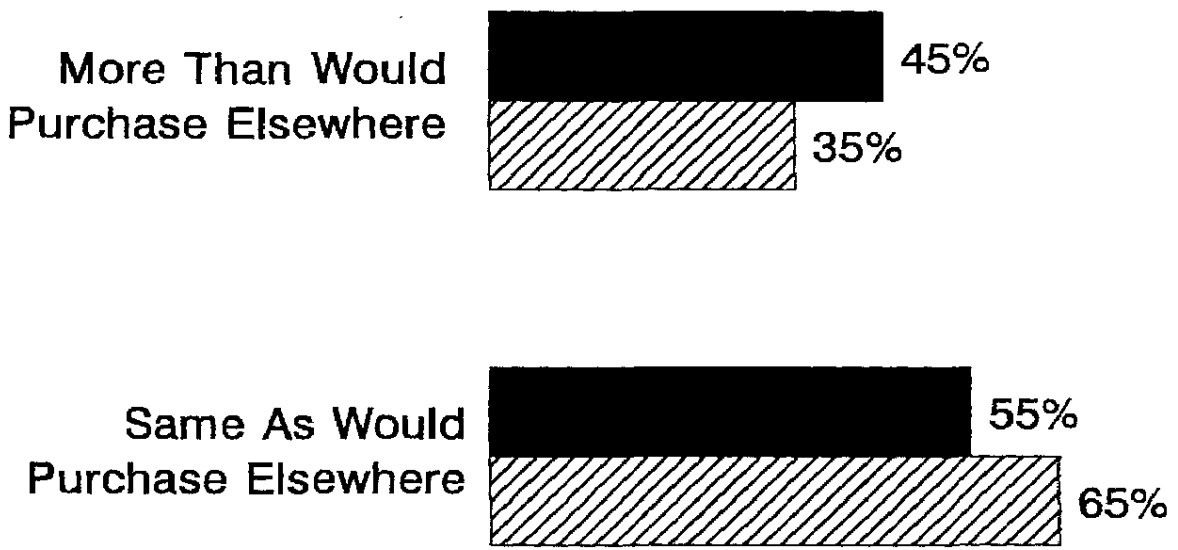
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

AMOUNT PURCHASE WHEN SHOPPING AT CIGARETTES CHEAPER



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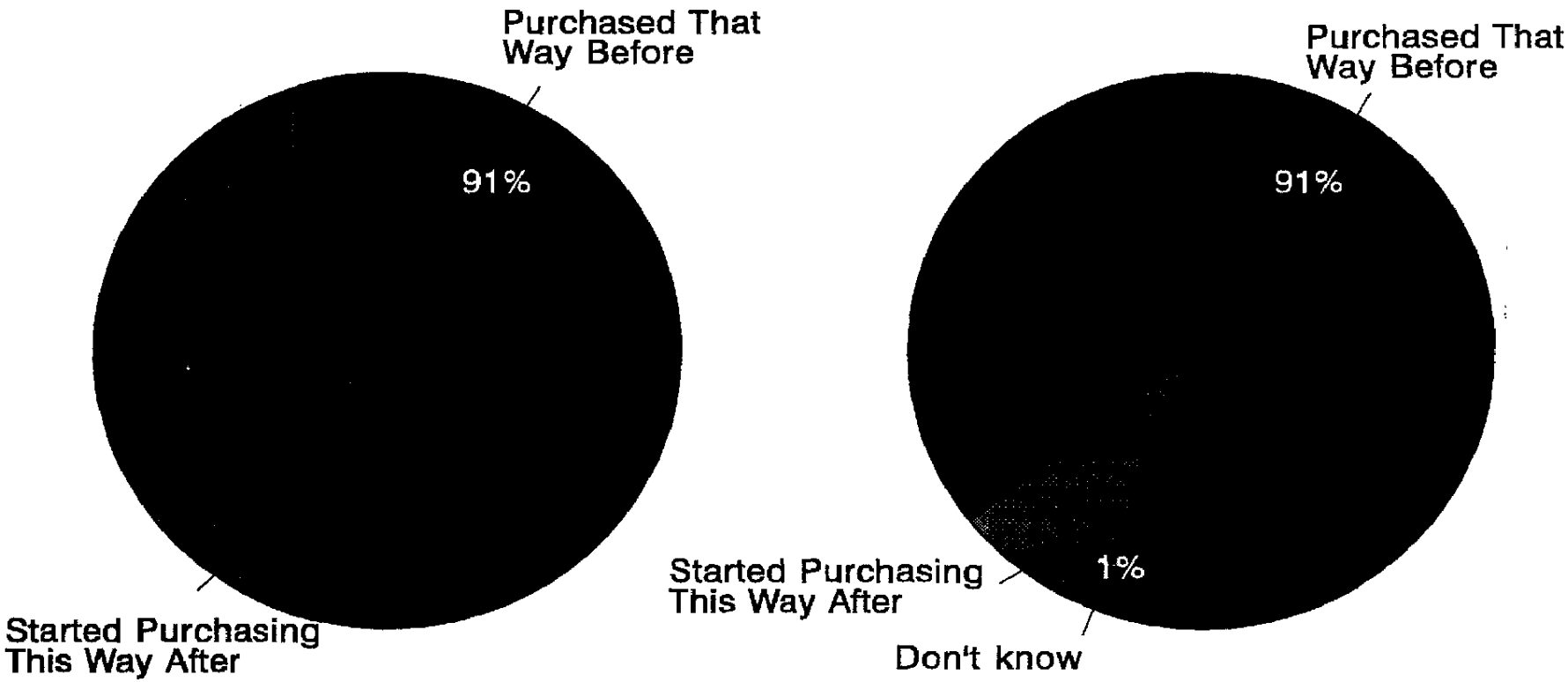
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

WAY PURCHASED CIGARETTES BEFORE SHOPPING AT CIGARETTES CHEAPER -- WAVE II



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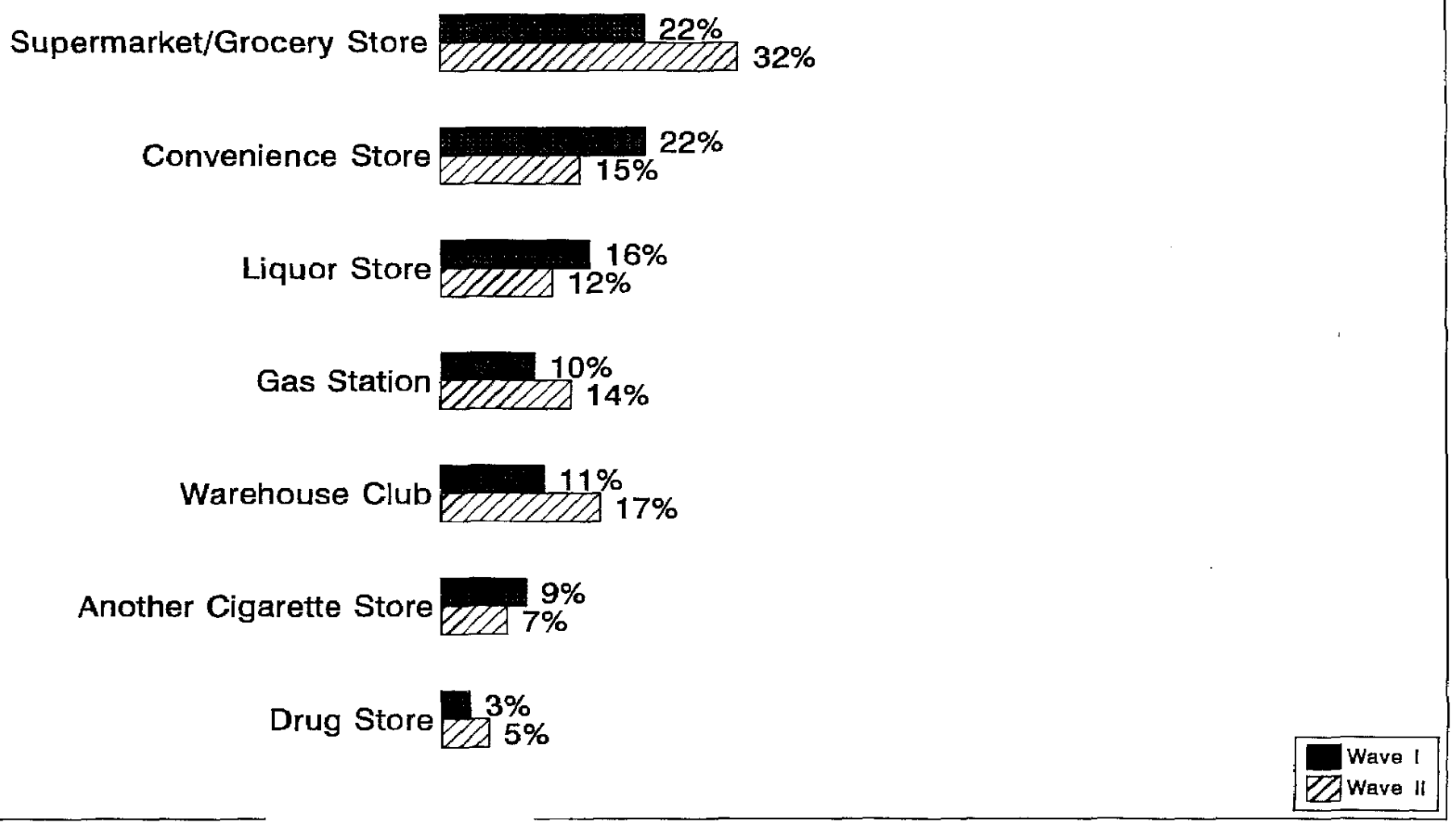
Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004

TYPE OF STORE IN WHICH PREVIOUSLY PURCHASED CIGARETTES MOST OFTEN



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Source: https://www.industrydocuments.ucsf.edu/docs/fjmn0004